

Sustainability in France

Market Direction | 2023-12-11 | 45 pages | Euromonitor

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Report description:

Climate activism is strong within France, reflected in consumers purchasing decisions, with many climate activists willing to pay more for sustainable products. As such, aligning initiatives to reduce carbon emissions and providing locally sourced goods in recyclable packaging, would appeal to local consumers. No Palm Oil is a key claim within the largest industry of Staple Foods, while focusing on the Rainforest Alliance claim in Snacks would drive sales. Consumers rate the No Sulphates claim h...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sustainability market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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