

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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Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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List Of Contents And Tables

SUSTAINABILITY IN FRANCE

SCOPE

CHART 1 Sustainability Country Report Scope

KEY FINDINGS

CHART 2 Sustainability Country Report Main Findings

INTRODUCTION

CHART 3 Sustainability Market: Key Metrics by Industry

CONSUMER BEHAVIOUR

Environmental awareness

CHART 4 Consumers' Sustainability Awareness and Actions in France 2019-2023

Green actions

CHART 5 Consumers' Environmental Action in France 2023

Trust in green labels

CHART 6 Consumer Trust in Product Claims in France 2023

Shopping preferences

CHART 7 Consumer Circular Shopping Preferences in France 2023

Sustainable consumer types

CHART 8 Sustainable Consumer's Types in France 2023

CHART 9 Climate Activists: Largest Consumer Type in France 2023

MARKET SIZE

CHART 10 Sustainability Market Size By Industry in France

Sustainability Attribute Group with the biggest market sizes in France

CHART 11 Sustainability Market Size for the Top 10 Attributes by Industry in France, USD Million, 2022

SUSTAINABLE PRODUCTS

CHART 12 Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

CHART 13 Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

CHART 14 Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

CHART 15 Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

CHART 16 Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

CHART 17 Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

CHART 18 Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 15 Sustainability Attributes in France, 2022

COMPETITOR ANALYSIS

CHART 19 Beauty and Personal Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes of the Top 5 Competitors in France, 2022

CHART 20 □Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

CHART 21 □Consumer Health: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 Competitors in France, 2022

CHART 22 □Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

CHART 23 □Pet Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2022

CHART 24 □Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

CHART 25 □Snacks: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2022

CHART 26 □Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

CHART 27 □Dairy Products and Alternatives: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2022

CHART 28 □Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

CHART 29 □Cooking Ingredients and Meals: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 competitors in France, 2022

CHART 30 □Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

CHART 31 □Staple Foods: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2022

CHART 32 □Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

SEIZING THE OPPORTUNITY - BY INDUSTRY

CHART 33 □Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

CHART 34 □Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

CHART 35 □Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

CHART 36 □Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

CHART 37 □Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

CHART 38 □Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

CHART 39 □Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in France

SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTES

CHART 40 □Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in France, 2022

CHART 41 □Carbon Neutral Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in France, 2022

CHART 42 □Zero Waste Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability

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