

## **France: Consumer Profile**

Market Direction | 2024-10-10 | 46 pages | Euromonitor

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### **Report description:**

The French population remains diverse owing to continued influx of immigrants, while businesses are becoming increasingly to cater to varying needs of different consumers. Ageing population and changing household dynamics are reshaping spending patterns. Concerns around the environment remains, while inflation and economic inequalities are putting lower income consumers under pressure, making them more conscious about their purchasing decisions.

Euromonitor's France: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Economy 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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Scope  
Key findings  
Key drivers affecting consumers in France in 2023  
How developments today shape consumers of tomorrow  
Levels of obesity becoming an increasing public health concern  
Opportunities for growth  
Nearly 60% of French households are owned by their occupants  
Baby Boomers most content with their current expenditure habits  
Key findings consumer survey  
Generation Z drawn to superior taste and essential goods of the highest quality  
French consumers on the lookout for best value offerings  
Eco-conscious consumers want brands aligned with their environmental concerns  
Compared to global average, French citizens are less comfortable with their financial reality  
Generation X demand positive work-life balance  
Key takeaways

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