

## **France: Consumer Profile**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1350.00
- Multiple User License (1 Site) €2700.00
- Multiple User License (Global) €4050.00

### **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

## France: Consumer Profile

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1350.00
	Multiple User License (1 Site)	€2700.00
	Multiple User License (Global)	€4050.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com