

Consumer Lifestyles in France

June 2024

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Consumer landscape in France 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in France feel concerned by the rising cost of everyday items

Older generations set time apart to spend with their children

Older generations are less actively involved in political and social issues

Baby Boomers value real world experiences most

Gen Z feeling the most positive about their future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and chores most common household activity among all generations

The French prefer to spend their leisure time socialising in person

Baby boomers most adamant about energy-efficient homes

Older generations value safe location as external home feature

French consumers want value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in France look for healthy ingredients in food and beverages

Baby boomers in France more likely to prefer food delivery

Gen Z love snacking when they are on the go

Younger generations more likely to have a disdain for meat or fish

French consumers are willing to pay a premium for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Older generations wish to be challenged and take on bigger responsibilities at work

French consumers seek to find employment that provides a healthy work-life balance

Millennials most actively seek employment with higher salaries

French consumers prefer flexible work hours

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in France prefer weekly walking or hiking for exercise

Physical activity is the most popular stress-reduction measure among French consumers

French consumers most influenced by all natural products

Gen Z most likely to make use of tech to track and measure their health and wellness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Younger generations exploring ways to save money while shopping

Baby boomers have a much higher preference for quality over quantity

Baby boomers more inclined to buy gifts for loved ones

French consumers actively repair items, instead of replacing them
French consumers open to buying second-hand or previously owned goods
Younger generations actively engaging and connecting with brands online
French consumers trust friends and family recommendations the most
Novelty experiences expenditure to decline the most in the future
Gen X most concerned about their financial situation
Shopping and spending survey highlights

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