



# Consumer Values and Behaviour in France

June 2024

Table of Contents

Scope

## HIGHLIGHTS

Consumer values and behaviour in France

## PERSONAL TRAITS AND VALUES

French consumers troubled by the escalating costs of everyday goods

Younger generations feel that their actions and choices make a difference to the world

Consumers in France seek products and services that are uniquely tailored to them

French millennials prefer paying for experiences over buying goods

French consumers expect to be happier with more free time

Baby boomers are the least optimistic consumer group in France

## HOME LIFE

Among home activities, French consumers have a preference to exercise

Energy efficiency remains the most desired home feature for French consumers

## COOKING AND EATING HABITS

French consumers largely prefer to cook or bake their own food

French consumers who don't cook at home most likely to live with someone else who does

French millennials say they do not have time to cook at home

Nearly half of French consumers seek healthy ingredients in food and beverages

## WORKING LIFE

Gen X prioritises work-life balance far more than any other group in France

A high salary is the most prominent work priority in France

Consumers say they maintain a clear separation between their professional and personal life

## LEISURE

French consumers unlikely to attend virtual events

Younger generations in France far more inclined to shop for leisure

Consumers in France primarily seek value for money when travelling

Older generations in France prioritise relaxation when travelling

## HEALTH AND WELLNESS

French consumers prefer to walk or hike for exercise

Walking or hiking most prevalent preferred exercise method for French baby boomers

Just over half of French consumers meditate to improve wellbeing

## SUSTAINABLE LIVING

French consumers are worried about climate change

Older generations are actively reducing their food waste to live more sustainably

French consumers actively seek out products that consume less energy

Gen Z most likely to share their opinions around issues on social media

## SHOPPING

Bargains remain an important factor for French shoppers

Among French consumers, baby boomers are far more likely to prefer quality over quantity

Consumers in France are less concerned with uniquely personal shopping experiences

Millennials place more prominence on brand perception than other consumers in France

More than half of French consumers subscribe to online streaming services

## SPENDING

French consumers expect decreased spending on technology and experiences

Gen Z set to increase spending on travel/holidays more than other groups

Consumers in France are less likely to rely on financial support from their social circles

Younger generations in France feel more able to save money regularly

Gen Z expects to increase overall spending, as well as saving

## TECHNOLOGY

French consumers prefer anonymity when online

Millennials and baby boomers agree that targeted ads are invasive to their privacy

Consumers in France are not likely to make use of dating apps

Millennials use connected home appliances more than other consumers in France

Younger generations more actively compare prices online

French consumers less inclined to interact with companies online than the rest of the world

Younger generations make the most use of referral rewards on social media

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-values-and-behaviour-in-france/report](http://www.euromonitor.com/consumer-values-and-behaviour-in-france/report).