

Consumer Values and Behaviour in France

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Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in France 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 Consumer Values 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.

Contents

Scope

Consumer values and behaviour in France

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

Among home activities, French consumers have a preference to exercise

Energy efficiency remains the most desired home feature for French consumers

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

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

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

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

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

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

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
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

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