

# France: ConsumerProfile

<https://marketpublishers.com/r/F710AC00AA2CEN.html>

Date: May 2023

Pages: 45

Price: US\$ 1,325.00 (Single User License)

ID: F710AC00AA2CEN

## Abstracts

The French population is sustained by an influx of immigrants, while businesses are becoming more diverse and inclusive. Consumer trends and consumption patterns sparked by the pandemic are still observed in 2022, and consumers are increasingly concerned about the environment and social equality. Inflation and economic inequalities are putting pressure on consumers, making them more conscious about their purchasing decisions.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

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

### Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

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Scientific/educational toys are popular amongst local consumers

Digitalisation of play increasingly important in all categories

Blind box collectibles continue to draw in new audiences

#### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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