

Sustainability in France

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Abstracts

Climate activism is strong within France, reflected in consumers purchasing decisions, with many climate activists willing to pay more for sustainable products. As such, aligning initiatives to reduce carbon emissions and providing locally sourced goods in recyclable packaging, would appeal to local consumers. No Palm Oil is a key claim within the largest industry of Staple Foods, while focusing on the Rainforest Alliance claim in Snacks would drive sales. Consumers rate the No Sulphates claim h...

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

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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.

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