



Consumer Lifestyles in France

June 2025

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Consumer landscape in France 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

French consumers are concerned that the cost of everyday items is going up

Time for children most prioritised by older generations

Younger generations give back to those in need

French consumers enjoy trying new offerings and services

Older generations prepare to have a greater amount of time available for personal use

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Playing video games: Most popular Gen Z home activity

Consumers like engaging in personal interactions with friends

Outside space: Most desired home feature by older generations

Rural location: Most desired external feature by older generations

Consumers in France desire getting the best return on money spent when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Many younger people are on a diet to lose weight

Gen Z say that another member of the family usually prepares meals for them

Younger generations eat more snacks during the holidays or seasonal celebrations

Gen X look for healthy ingredients in food and beverages

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennials want to work with people like them

Consumers in France want to have a job that allows for a strong work-life balance

Gen Z want to get effective training in the workplace

Many French employees would like to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents walk or hike for exercise

Yoga remains a popular stress-reduction activity among younger generations

Consumers in France list all natural as the most influential product feature

Younger generations are most inclined to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

French consumers like finding the best bargains

Millennials love exploring shopping malls

Baby Boomers regularly buy gifts for family and friends

Older generations make an effort to repair items instead of buying new ones
French often sell used or second-hand items
Gen Z regularly share opinions about a company's products online
Younger generations typically use price comparison websites
Consumers expect to increase spending on medical costs the most
Younger generations say their debts outweigh their savings
Shopping and spending survey highlights

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