



Consumer Values and Behaviour in France

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN FRANCE

Scope

HIGHLIGHTS

Consumer values and behaviour in France

PERSONAL TRAITS AND VALUES

French consumers are concerned about the rising costs of daily goods

Older generations feel confident in displaying their true identity with friends and family

Consumers in France seek out distinctively tailored products and services

Younger generations tend to prioritize spending their money on activities

Consumers anticipate a decrease in the amount of work they will have to do in the future

Younger generations expect to work more than they do now

HOME LIFE

While at home, consumers in France exercise

Outside space - the most desired home feature

COOKING AND EATING HABITS

French prefer to prepare meals for themselves

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

Younger generations say that they usually choose healthier meals when eating out

Consumers in France look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z prioritise working close to home

Consumers in France primarily desire to attain a lucrative wage

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

LEISURE

Consumers connect with friends through digital means

Older generations like engaging in personal interactions with friends

French prioritise getting the best return on money spent when travelling

Older generations desire relaxation when traveling

HEALTH AND WELLNESS

Consumers in France engage in walking or hiking

Gen Z participate in team sports

Consumers in France are interested in massages

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers motivated to opt for products that consume less energy

Consumers in France refrain from endorsing brands not aligned with their beliefs

SHOPPING

French like to find bargains

Older generations enjoy window shopping

Consumers in France endeavor to embrace a minimalist lifestyle

Older generations are interested in acquiring items that have been previously owned

Consumers in France subscribe to digital platforms for streaming content

SPENDING

Consumers set to increase spending on health and wellness

Younger generations foresee increasing spending on health and wellness the most

Consumers in France show apprehension regarding their current financial condition

Younger generations sometimes rely on credit cards or account overdrafts to cover cost

Gen Z most focused on saving money in future

TECHNOLOGY

French consumers state that tailored promotions utilizing their search are intrusive

Millennials prefer to communicate online

Consumers visit or update social networking site

Gen Z regularly employ messaging or communication applications

Younger generations frequently read online product or service reviews

French engage with businesses' social media content

Gen Z share or retweet companies' social media feed or posts

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