

# **Consumer Lifestyles in France**

June 2025

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# CONSUMER LANDSCAPE

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 y ounger 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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