



France: Consumer Profile

October 2024

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How developments today shape consumers of tomorrow

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Today 2023: Baby Boomers' market influence not to be underestimated

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Levels of obesity becoming an increasing public health concern

Tomorrow 2040: Millennials' influence to rise as they become the largest generation

Tomorrow: Brands driving social and environmental causes will align with Gen Z values

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Today: Singleton households responsible for 25% of total consumer expenditure

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Today: Inflation slightly subdued, but remained elevated compared to previous years

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Tomorrow: Late-lifers' demand for premium goods to shape luxury market

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