

COUNTRIES & REGIONS

Consumer behavior in France

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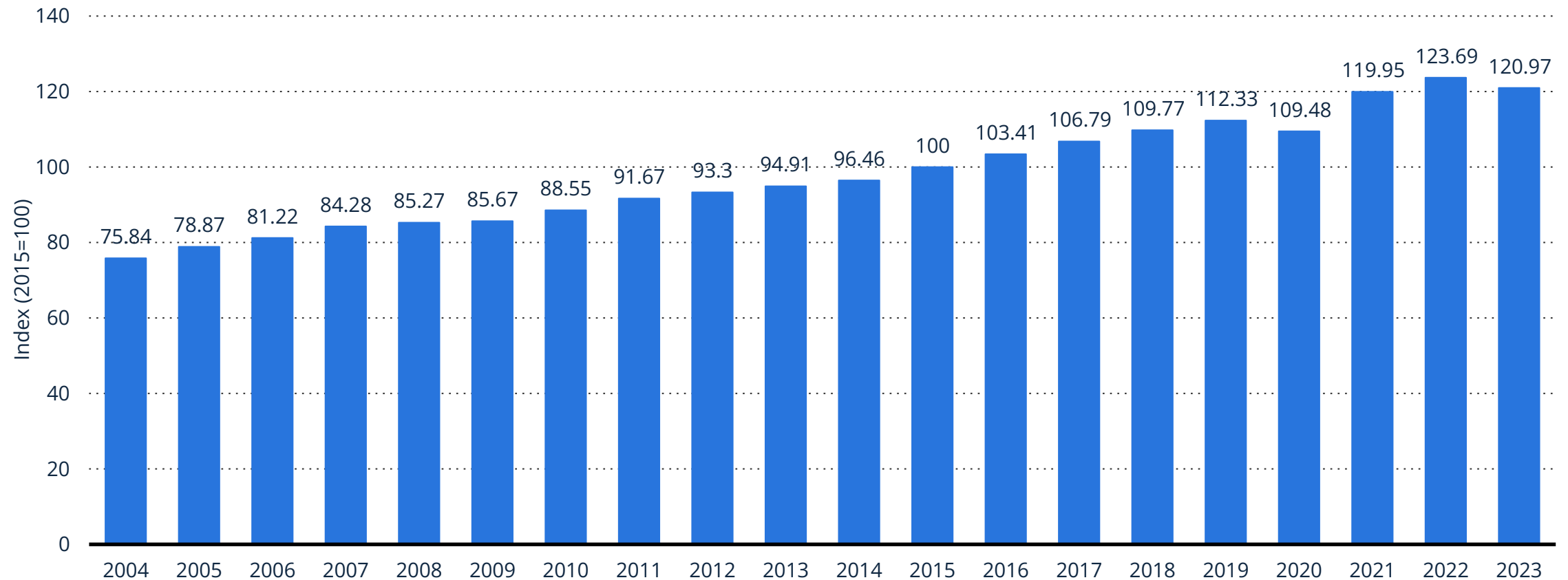
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CHAPTER 01

Retail figures

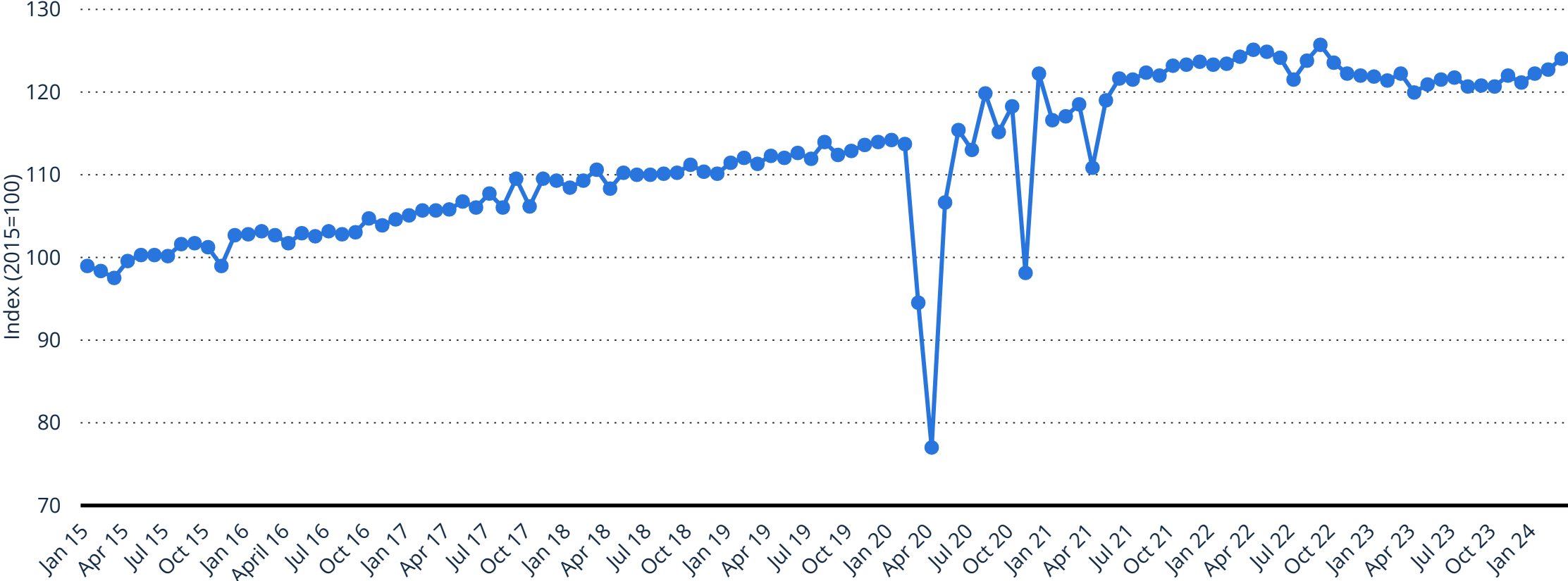
Sales volume index of total retail trade, except of motor vehicles and motorcycles in France from 2004 to 2023

Retail trade sales volume trend in France 2004-2023



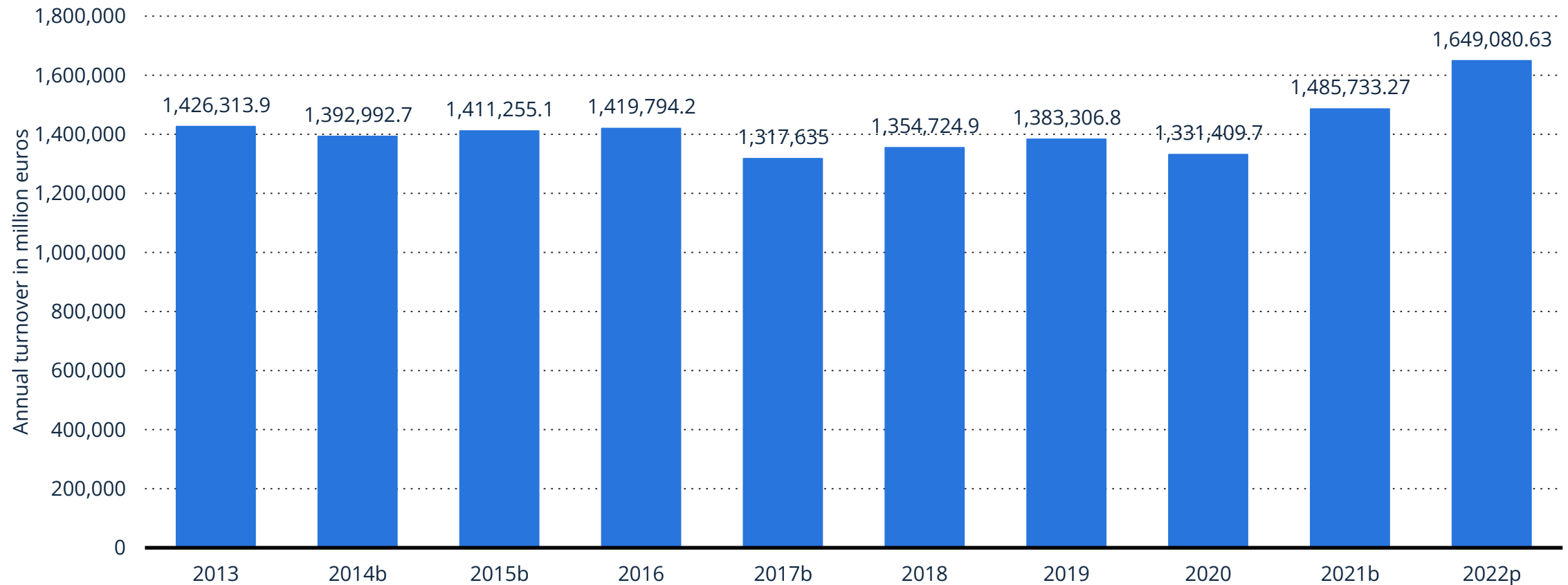
Monthly sales volume index of total retail trade, except of motor vehicles and motorcycles in France from January 2015 to March 2024

Retail trade sales trend monthly in France 2015-2024



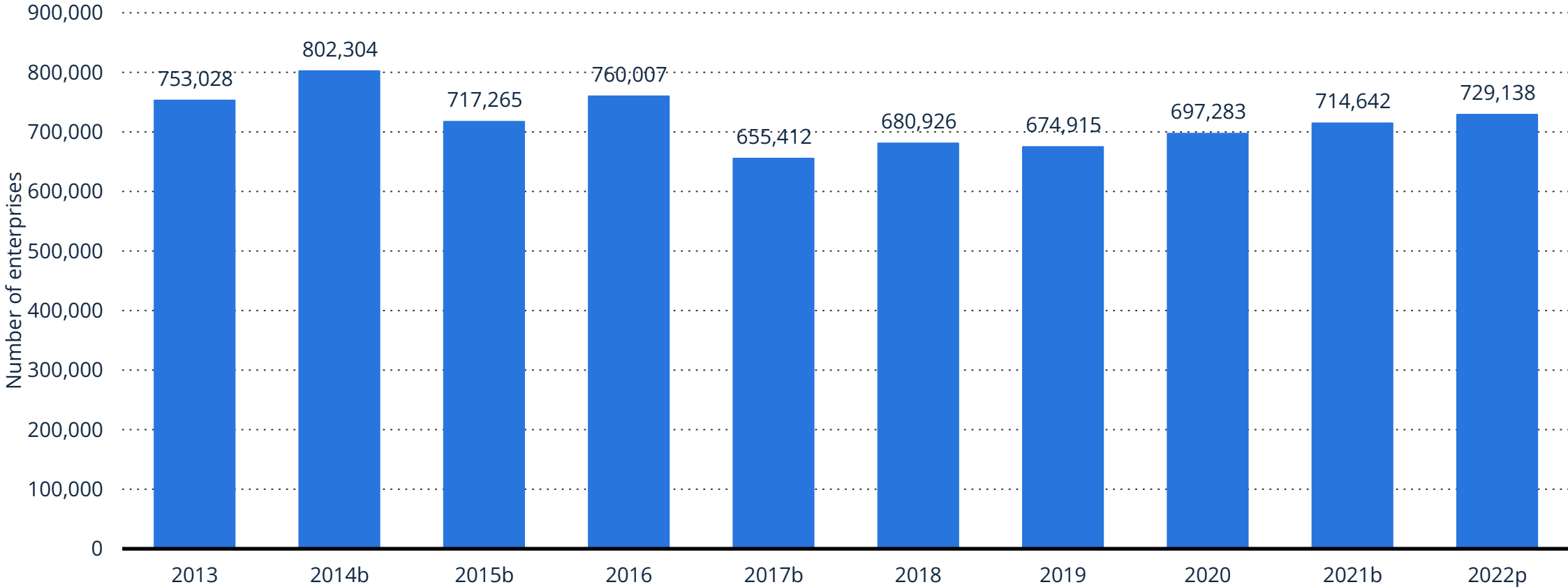
Annual turnover of the wholesale and retail trade including the repair of motor vehicles and motorcycles industry in France from 2013 to 2022 (in million euros)

France: turnover of the wholesale and retail trade industry 2013-2022



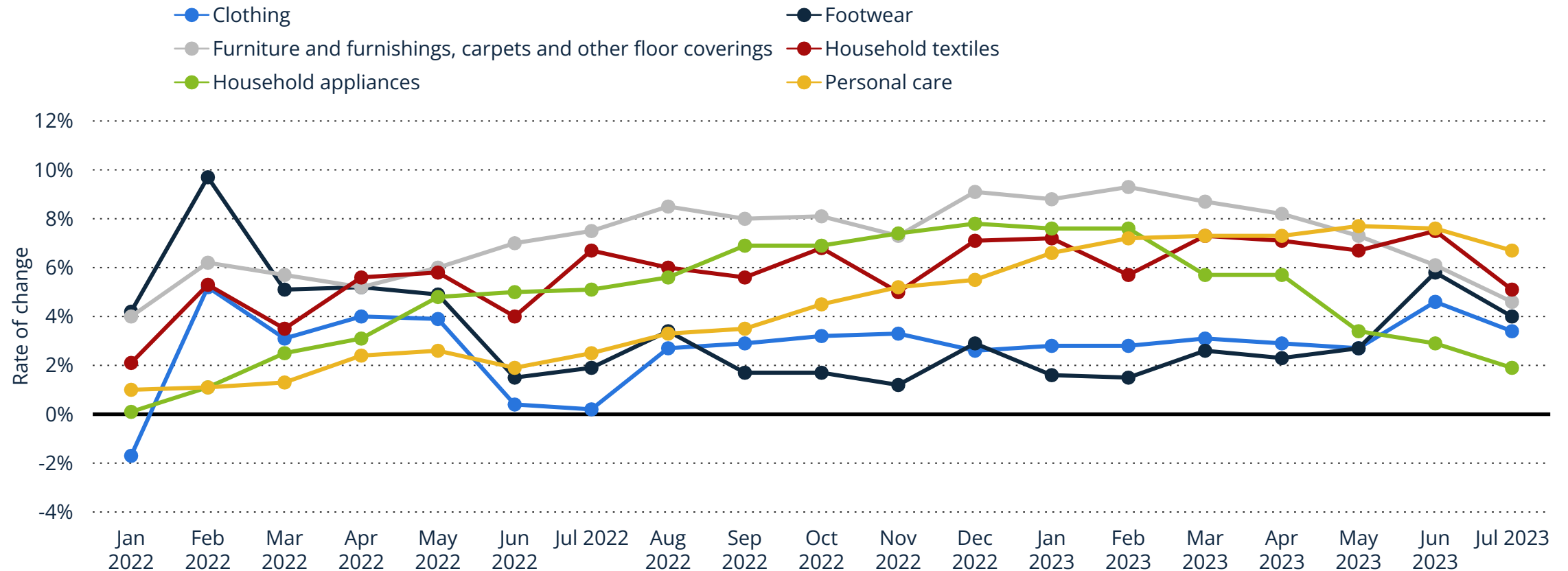
Number of enterprises in the wholesale and retail trade including the repair of motor vehicles and motorcycles industry in France from 2013 to 2022

France: number of wholesale and retail trade enterprises 2013-2022



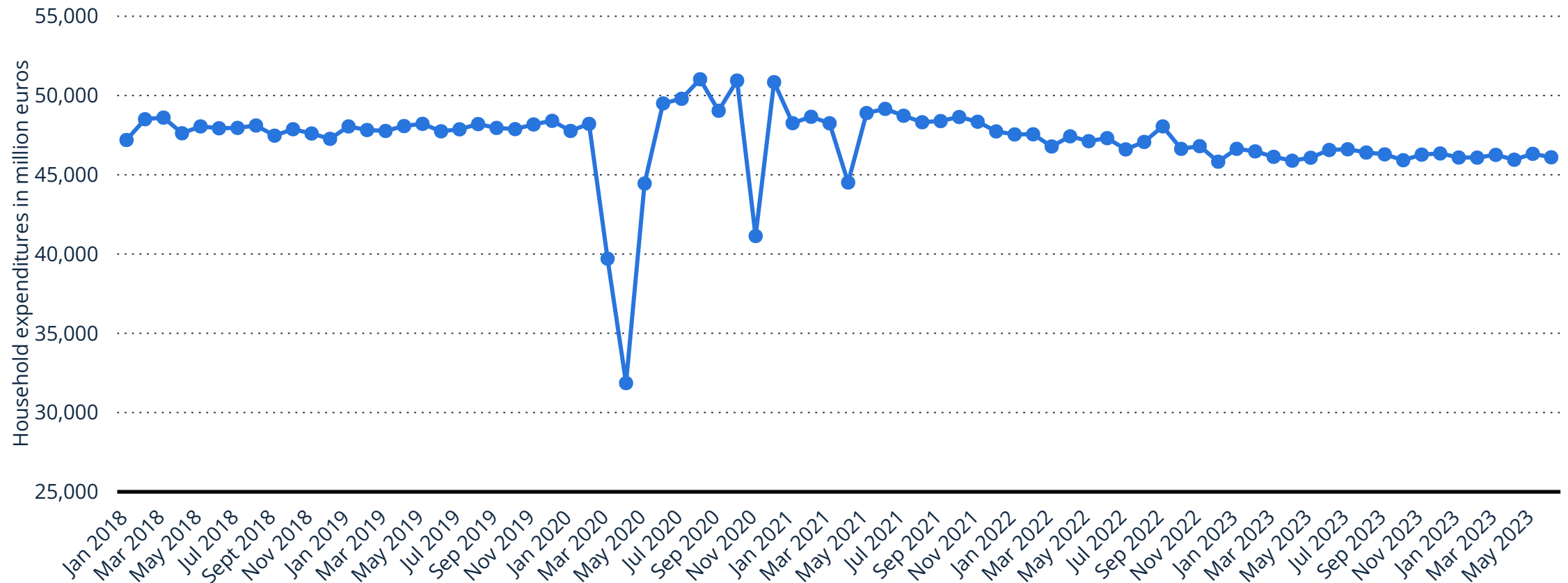
Annual price inflation change of non-food products in France monthly from January 2022 to July 2023, by product category (as a percentage)

Annual price inflation of non-food sectors in France by month 2022-2023



Monthly household expenditure on consumer goods in France between January 2018 and June 2024 (in million euros)

Monthly household expenditures on consumer goods France 2018-2024

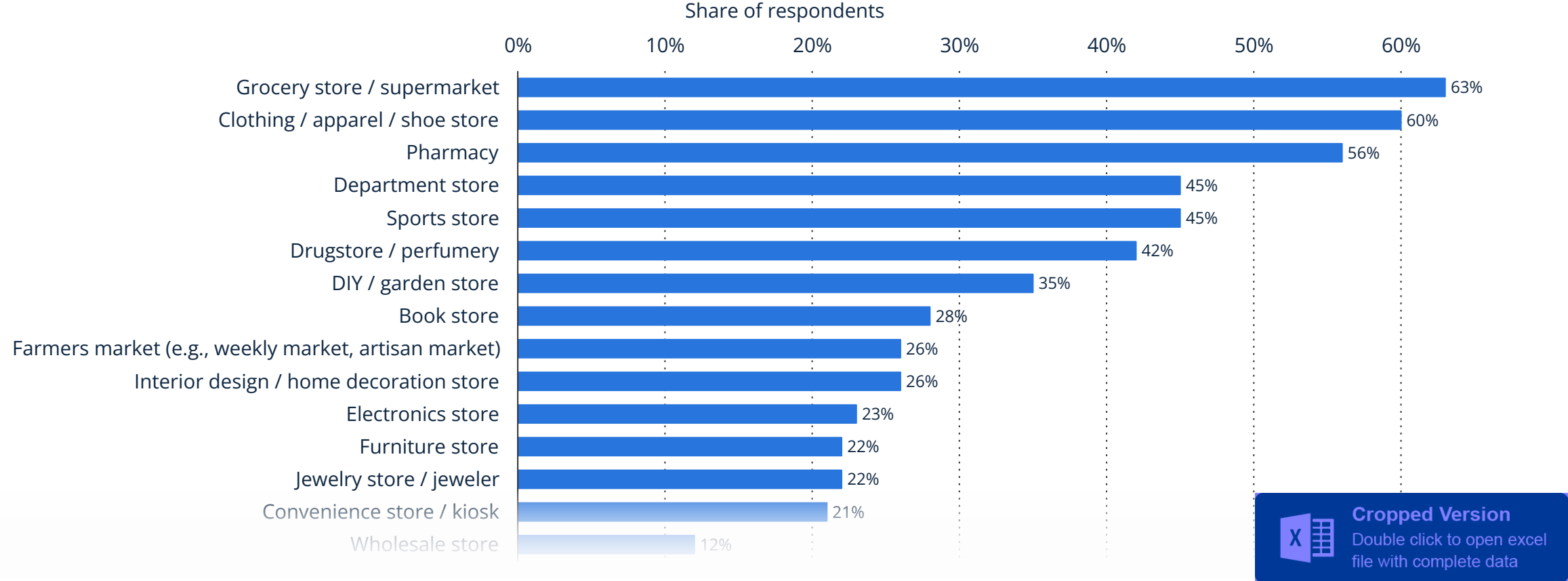


CHAPTER 02

Consumer behavior

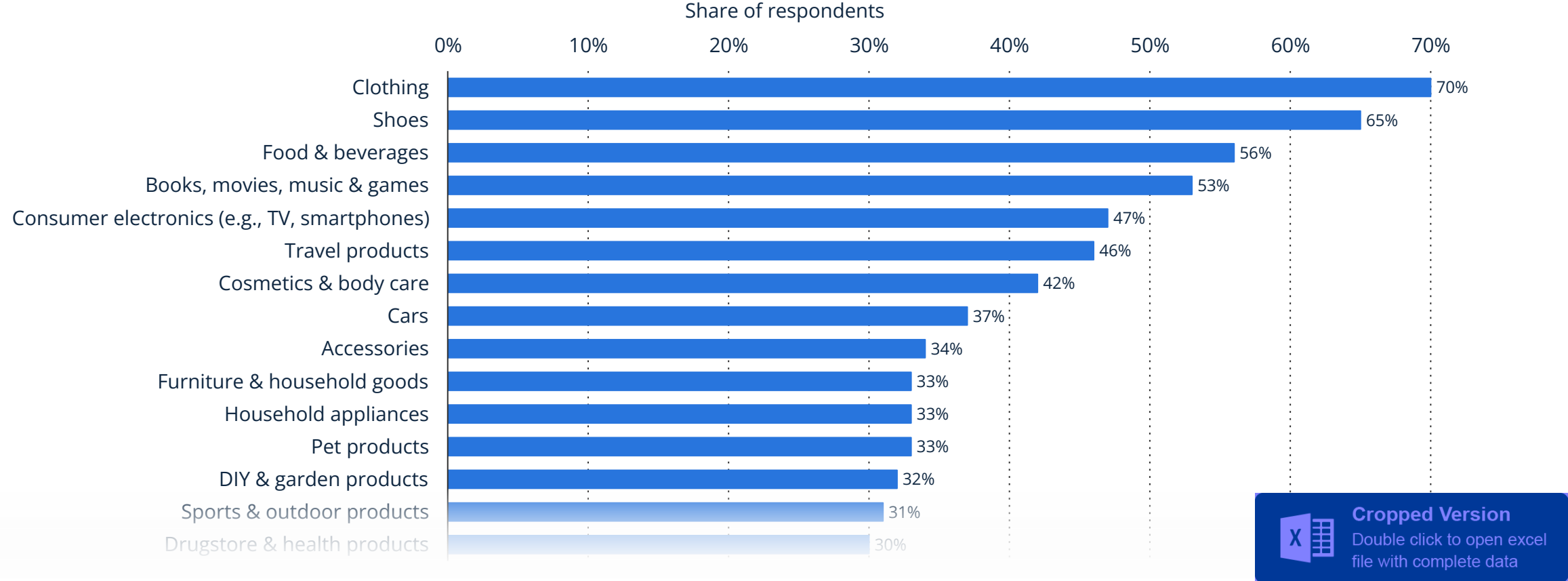
Most common offline purchases by type in France as of June 2024


Most common offline purchases by type in France 2024



Interest in product categories in France as of June 2024

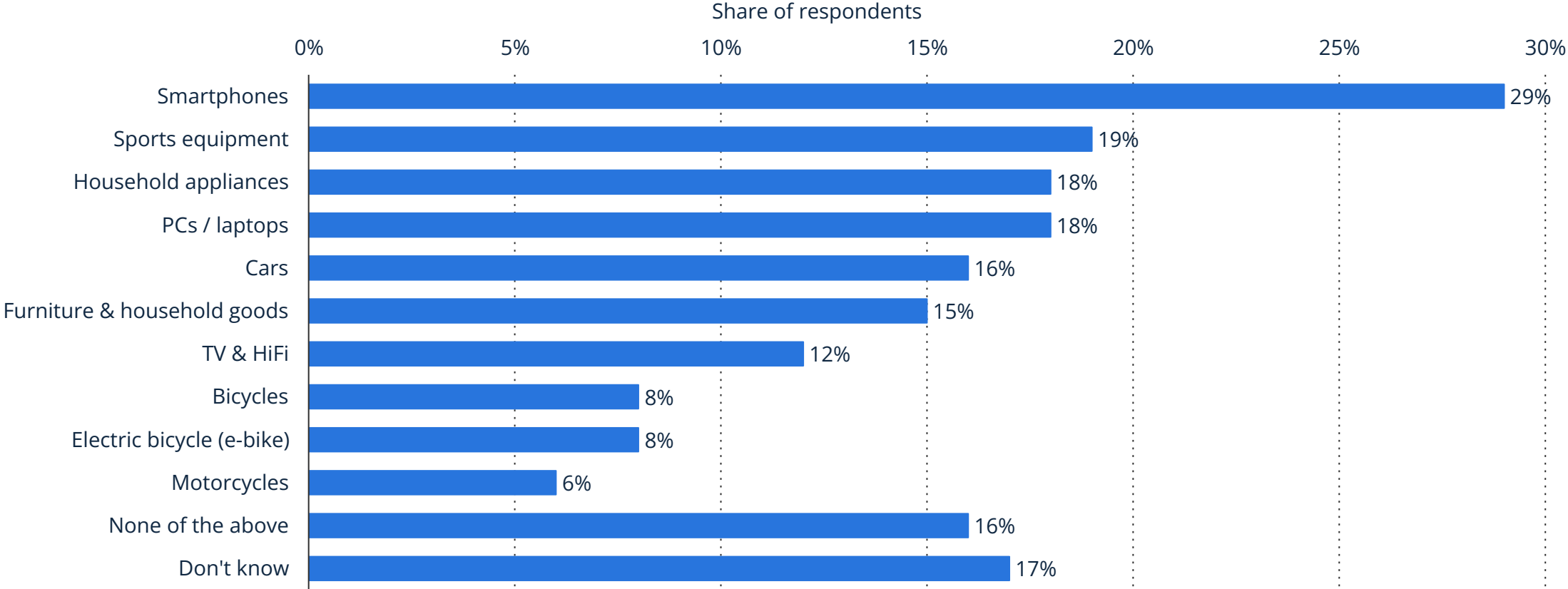
Interest in product categories in France 2024



 **Cropped Version**
Double click to open excel file with complete data

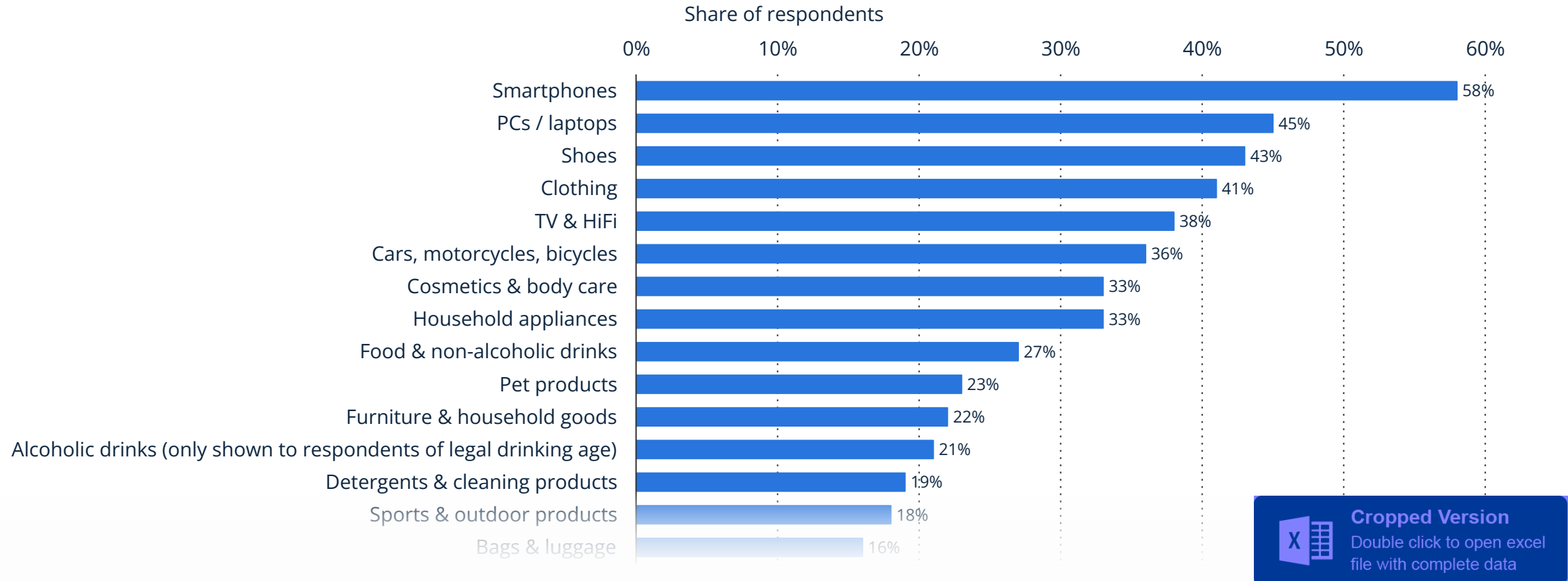
Purchase intention by category in France as of June 2024


Purchase intention by category in France 2024



Brand awareness by category in France as of June 2024

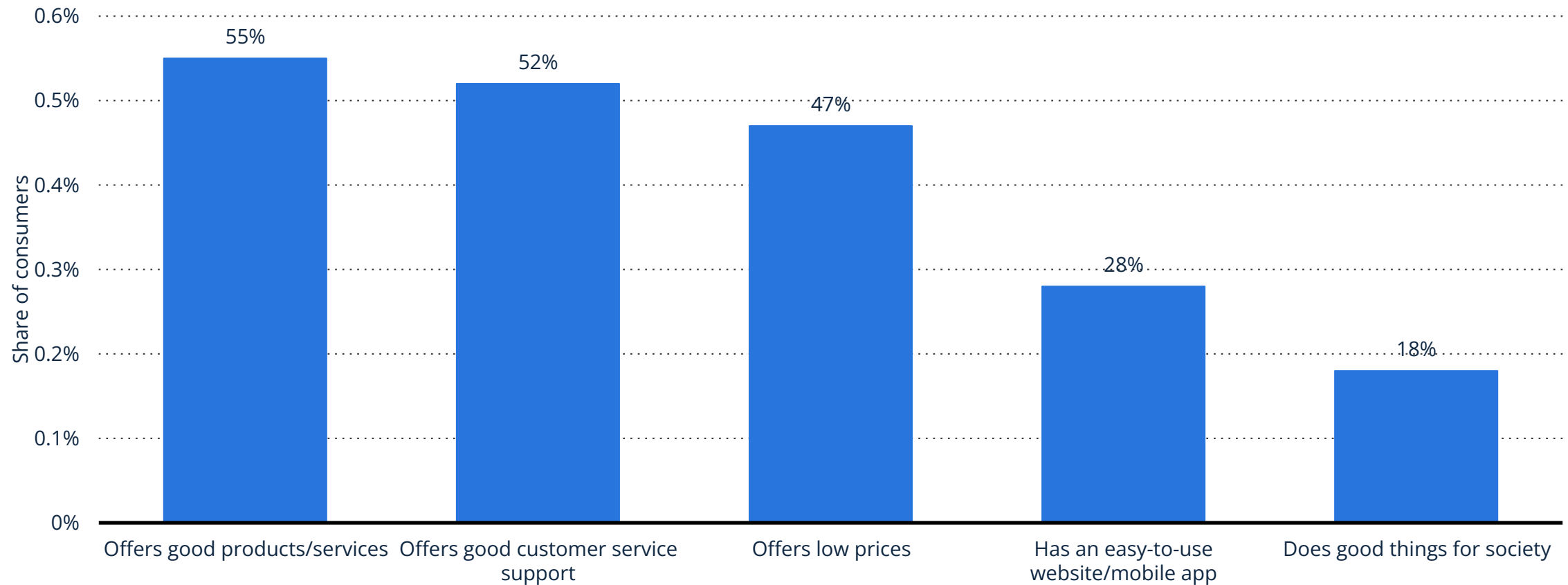
Brand awareness by category in France 2024



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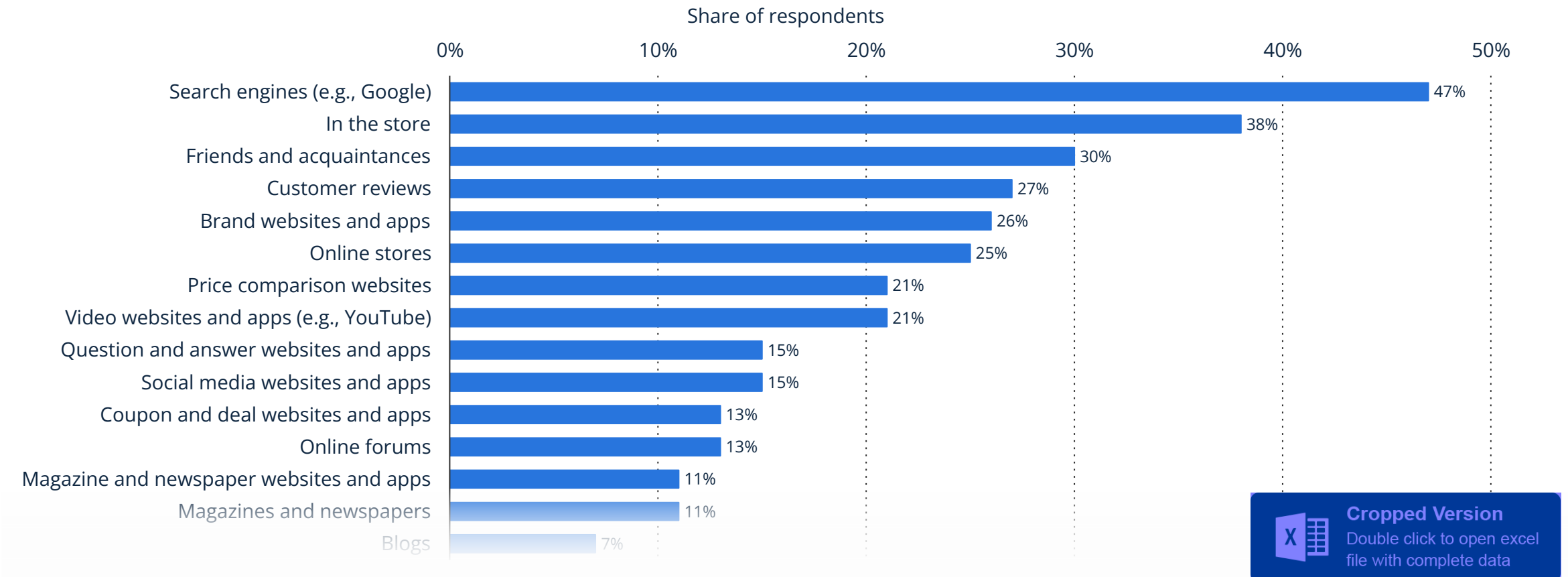
Leading brand loyalty drivers among consumers in France in 3rd quarter 2023

Drivers of customer loyalty in France 2023



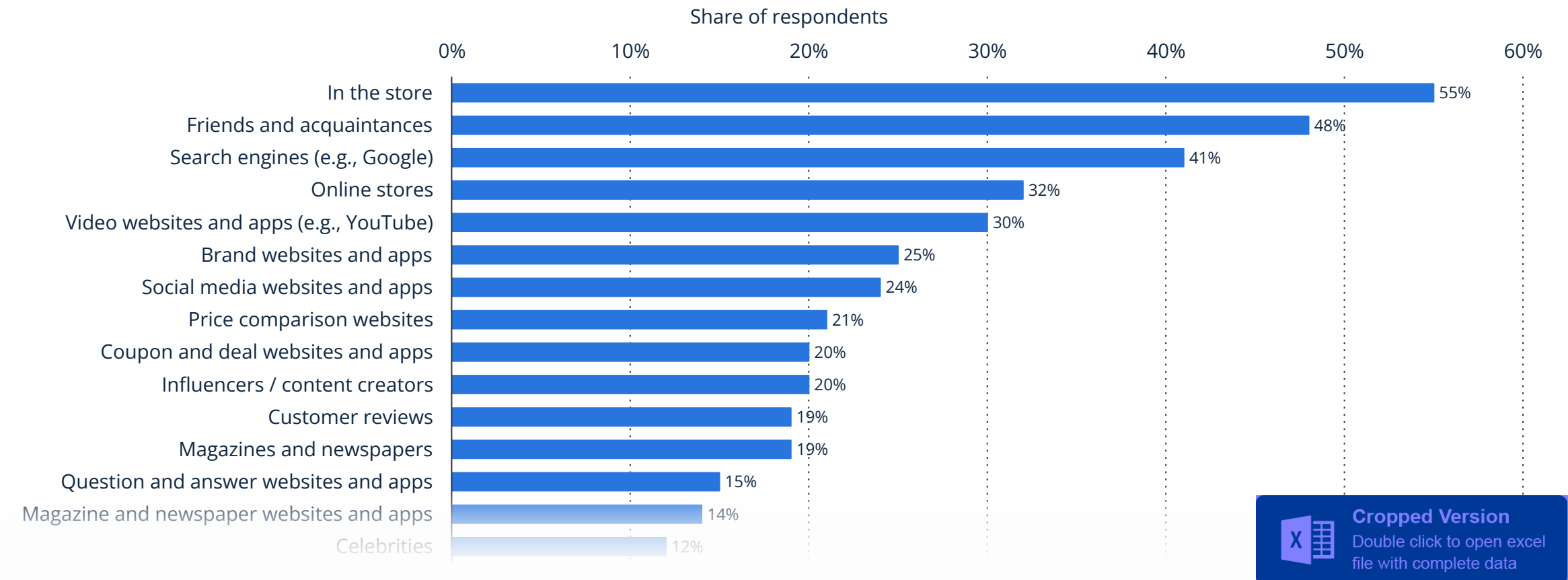
Sources of information about products in France as of June 2024

Sources of information about products in France 2024



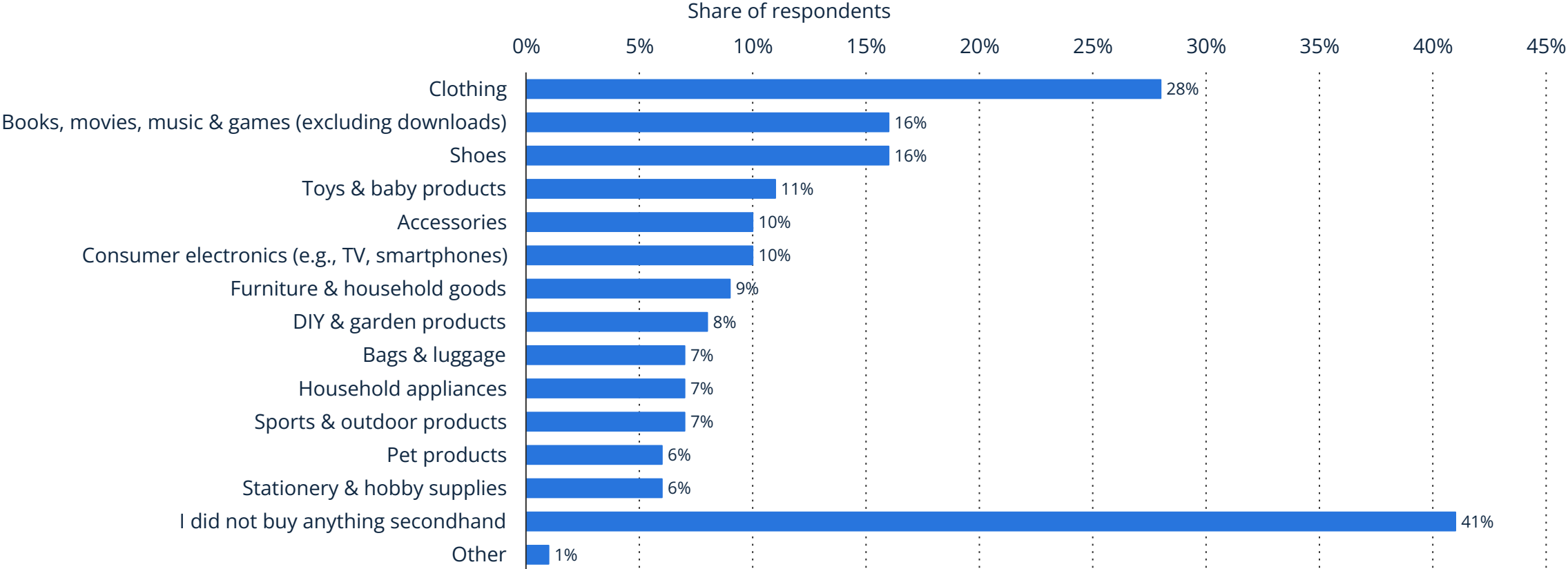
Sources of inspiration for new products in France as of June 2024

Sources of inspiration for new products in France 2024



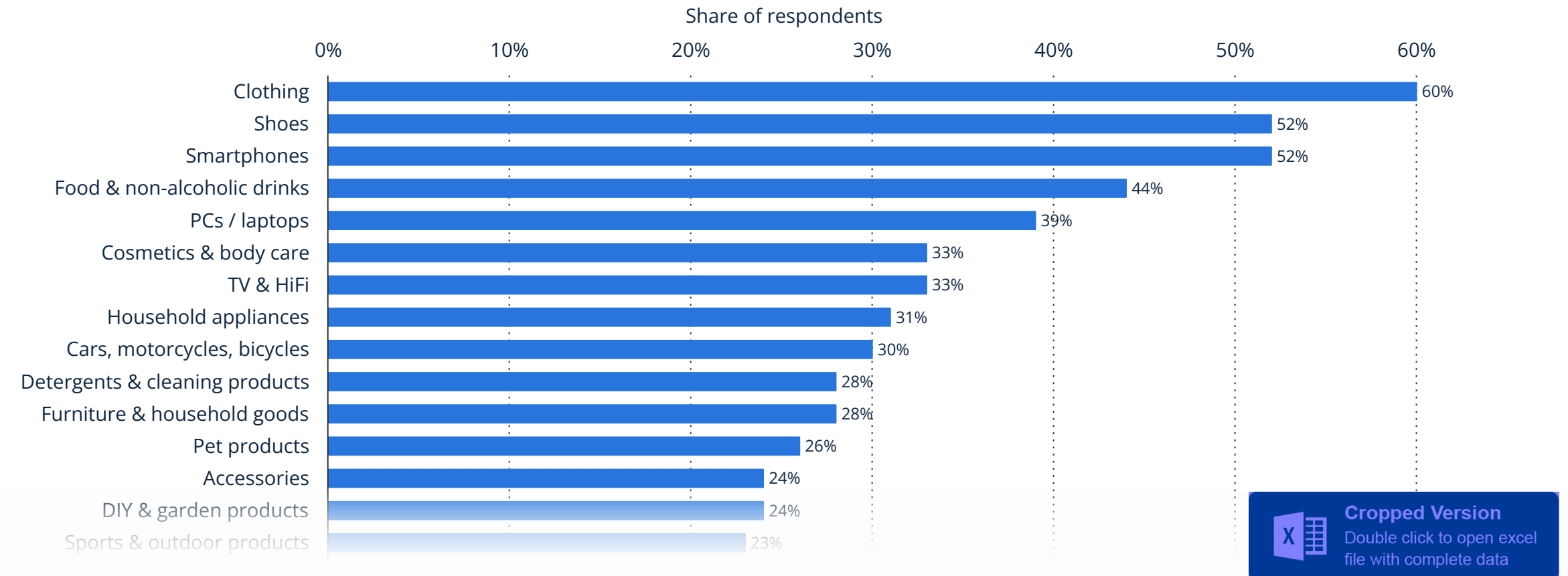
Most common second-hand purchases by category in France as of June 2024

Most common second-hand purchases by category in France 2024



Importance of low-priced products by category in France as of June 2024

Importance of low-priced products by category in France 2024



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