



# Sustainability in France

November 2022

Table of Contents

## Sustainability in France

### SCOPE

Chart 1 - Sustainability Country Report Scope

### KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings

### INTRODUCTION

Chart 3 - Sustainability Market: Key Metrics by Industry

### CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in France 2015-2022

Green actions

Chart 5 - Consumers' Environmental Action in France 2022

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in France 2022

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in France 2022

Sustainable consumer types

Chart 8 - Sustainable Consumer's Types in France 2022

Chart 9 - Zero Wasters: Largest Consumer Type in France 2022

### MARKET SIZE

Chart 10 - Sustainability Market Size By Industry in France

Sustainability Attribute Group with the biggest market sizes in France

Chart 11 - Sustainability Market Size for the Top 10 Attributes by Industry in France, USD Million, 2021

### SUSTAINABLE PRODUCTS

Chart 12 - Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 13 - Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 14 - Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 15 - Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 16 - Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 17 - Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 18 - Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in France, 2021

### COMPETITOR ANALYSIS

Chart 19 - Beauty and Personal Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes of the Top 5 Competitors in France, 2021

Chart 20 - Beauty and Personal Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

Chart 21 - Consumer Health: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 Competitors in France, 2021

Chart 22 - Consumer Health: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

Chart 23 - Pet Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2021

Chart 24 - Pet Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

Chart 25 - Snacks: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2021

Chart 26 - Snacks: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

Chart 27 - Dairy Products and Alternatives: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2021

Chart 28 - Dairy Products and Alternatives: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

Chart 29 - Cooking Ingredients and Meals: Product availability and Price Positioning of SKUs with Sustainability Claims from top 5 competitors in France, 2021

Chart 30 - Cooking Ingredients and Meals: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

Chart 31 - Staple Foods: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in France, 2021

Chart 32 - Staple Foods: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in France

## SEIZING THE OPPORTUNITY – BY INDUSTRY

Chart 33 - Beauty and Personal Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

Chart 34 - Consumer Health: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

Chart 35 - Pet Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

Chart 36 - Snacks: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

Chart 37 - Dairy Products and Alternatives: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

Chart 38 - Cooking Ingredients and Meals: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

Chart 39 - Staple Foods: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in France

## SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTES

Chart 40 - Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 41 - Carbon Neutral Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in France, 2021

Chart 42 - Zero Waste Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in France, 2021

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sustainability-in-france/report](http://www.euromonitor.com/sustainability-in-france/report).