

CONSUMER TRENDS 2022

FRANCE

Survey-derived data on emerging perceptions and behaviours of European consumers

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METHODOLOGICAL ASPECTS

| | |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Data collection method | Online Interviews (CAWI) |
| Sample size | n=505 |
| Target group | Population above 18 years old |
| Representativeness | Quota sampling according to sex and age |
| Sample structure and weighting factors | The sample structure as well as the weighting factors are calculated based on the newest data provided by the French National Institute of Statistics and Economic Studies (INSEE) |
| Fieldwork period | 24 – 27 October 2022 |
| Survey area | all over Metropolitan France |

METHODOLOGICAL ASPECTS – EUROPE

| | |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Data collection method | Online Interviews (CAWI) |
| Sample size | n=9.542 |
| Target group | Population above 18 years old |
| Representativeness | Quota sampling according to sex and age |
| Sample structure and weighting factors | The sample structure as well as the weighting factors are calculated based on the newest data provided by the national statistical agency of the respective country |
| Fieldwork period | October – November 2022 |
| Survey area | All over the respective countries *France: all over Metropolitan France **Portugal: all over continental Portugal |

SAMPLE STRUCTURE

| | absolute | % | | absolute | % |
|----------------------------------------------------------------|----------|-----|---------------------------------------|----------|----|
| TOTAL | 505 | 100 | Children under 15 in household | | |
| | | | Yes | 176 | 36 |
| | | | No | 318 | 64 |
| GENDER | | | Household net income | | |
| Men | 241 | 48 | Up to € 1.300 | 61 | 12 |
| Women | 264 | 52 | €1.300 - €2.000 | 102 | 20 |
| AGE | | | €2.000 - €3.000 | 149 | 30 |
| 18 - 29 years | 88 | 17 | €3.000 or more | 193 | 38 |
| 30 - 49 years | 159 | 31 | Region of residence | | |
| 50 years or older | 259 | 51 | ÎLE DE FRANCE | 132 | 26 |
| Place of residence | | | BRETAGNE | 31 | 6 |
| Urban | 227 | 45 | PAYS-DE-LOIRE | 26 | 5 |
| Periphery of a city | 115 | 23 | CENTRE-VAL-DE-LOIRE | 18 | 4 |
| Rural | 164 | 32 | PROVENCE-ALPES-CÔTE D'AZUR | 40 | 8 |
| Online supermarket shopper | | | CORSE | 2 | 0 |
| Yes; "at least one or two times" up to "quite often" | 461 | 92 | NORMANDIE | 23 | 5 |
| No, never | 41 | 8 | HAUTS-DE-FRANCE | 53 | 10 |
| Consumption of alternatives and substitutes | | | GRAND-EST | 36 | 7 |
| Yes; at least from one product category and at least sometimes | 305 | 60 | NOUVELLE-AQUITAINE | 38 | 8 |
| Rarely to not at all / rejects product categories completely | 200 | 40 | OCCITANIE | 41 | 8 |
| Mostly responsible for shopping | | | BOURGOGNE-FRANCHE-COMTÉ | 13 | 3 |
| Yes | 289 | 57 | AUVERGNE-RHÔNE-ALPES | 51 | 10 |
| No | 37 | 7 | Education | | |
| Yes, together with another person(s) | 179 | 35 | Enseignement secondaire obligatoire | 49 | 10 |
| Household size | | | Baccalauréat | 163 | 33 |
| 1 person | 75 | 15 | Formation professionnelle | 91 | 18 |
| 2 persons | 168 | 33 | Études universitaires | 178 | 35 |
| 3 persons | 104 | 21 | Doctorat | 21 | 4 |
| 4 persons or more | 158 | 31 | | | |

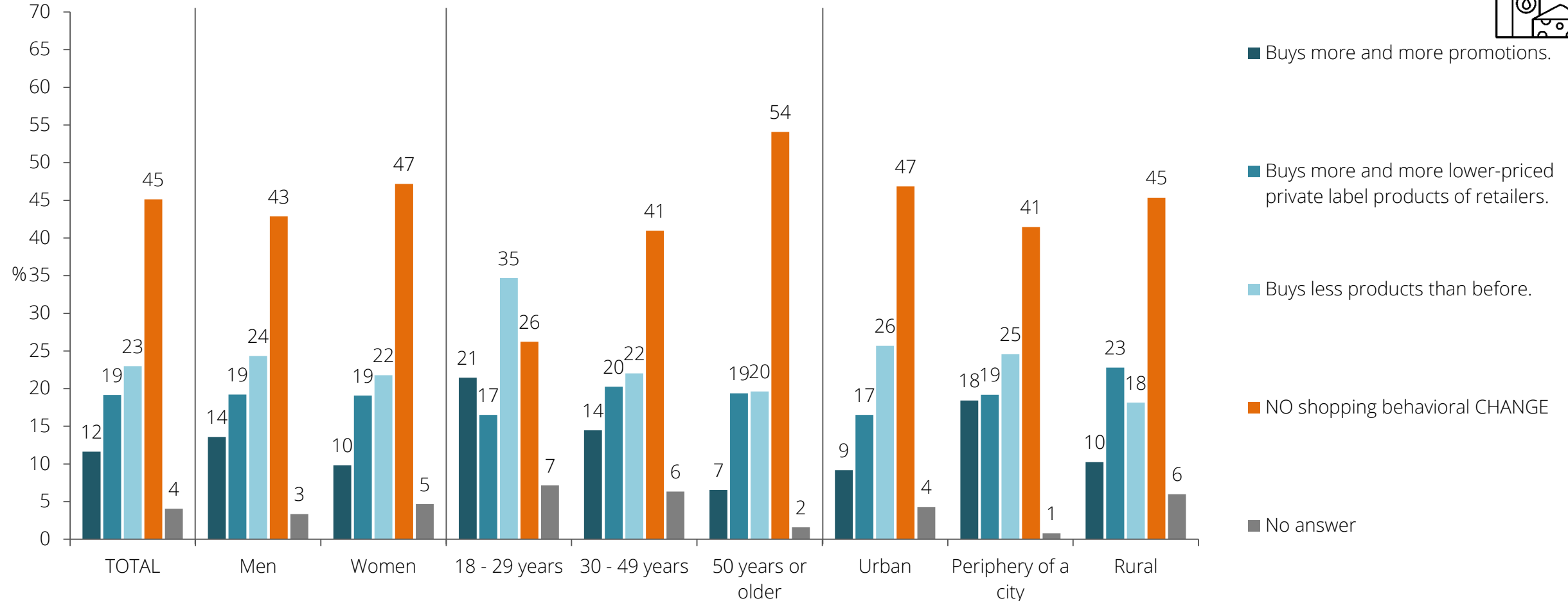
SAMPLE STRUCTURE – EUROPE

| | absolute | % | | absolute | % |
|----------------------------------------------------------------|----------|-----|--------------------------------|------------|----|
| TOTAL | 9.542 | 100 | Children under 15 in household | | |
| | | | Yes | 2.999 | 33 |
| | | | No | 6.389 | 67 |
| GENDER | | | | | |
| Men | 4.606 | 48 | | | |
| Women | 4.936 | 52 | | | |
| AGE | | | | | |
| 18 - 29 years | 1.519 | 16 | | | |
| 30 - 49 years | 3.223 | 34 | | | |
| 50 years or older | 4.802 | 50 | | | |
| Place of residence | | | | | |
| Urban | 5.517 | 61 | Country of residence | n = | |
| Periphery of a city | 1.801 | 19 | Austria | 1.005 | |
| Rural | 2.009 | 20 | Bosnia and Herzegovina | 501 | |
| Online supermarket shopper | | | Bulgaria | 502 | |
| Yes; "at least one or two times" up to "quite often" | 4.739 | 51 | Croatia | 501 | |
| No, never | 4.732 | 49 | Czech Republic | 502 | |
| Consumption of alternatives and substitutes | | | France | 505 | |
| Yes; at least from one product category and at least sometimes | 5.712 | 60 | Germany | 1.002 | |
| Rarely to not at all / rejects product categories completely | 3.830 | 40 | Greece | 503 | |
| Mostly responsible for shopping | | | Hungary | 503 | |
| Yes | 4.624 | 47 | Italy | 502 | |
| No | 431 | 4 | Poland | 501 | |
| Yes, together with another person(s) | 4.487 | 48 | Portugal | 502 | |
| Household size | | | Romania | 503 | |
| 1 person | 1.499 | 14 | Serbia | 503 | |
| 2 persons | 2.941 | 30 | Slovakia | 503 | |
| 3 persons | 2.473 | 27 | Slovenia | 501 | |
| 4 persons or more | 2.627 | 29 | Spain | 503 | |

SHOPPING BEHAVIOUR CHANGES – PRODUCTS – MILK PRODUCTS AND DAIRIES

Question: During the last months, the prices of food and other daily use products increased. What impact, if any, do price increases have on your shopping behaviour regarding the following product categories?

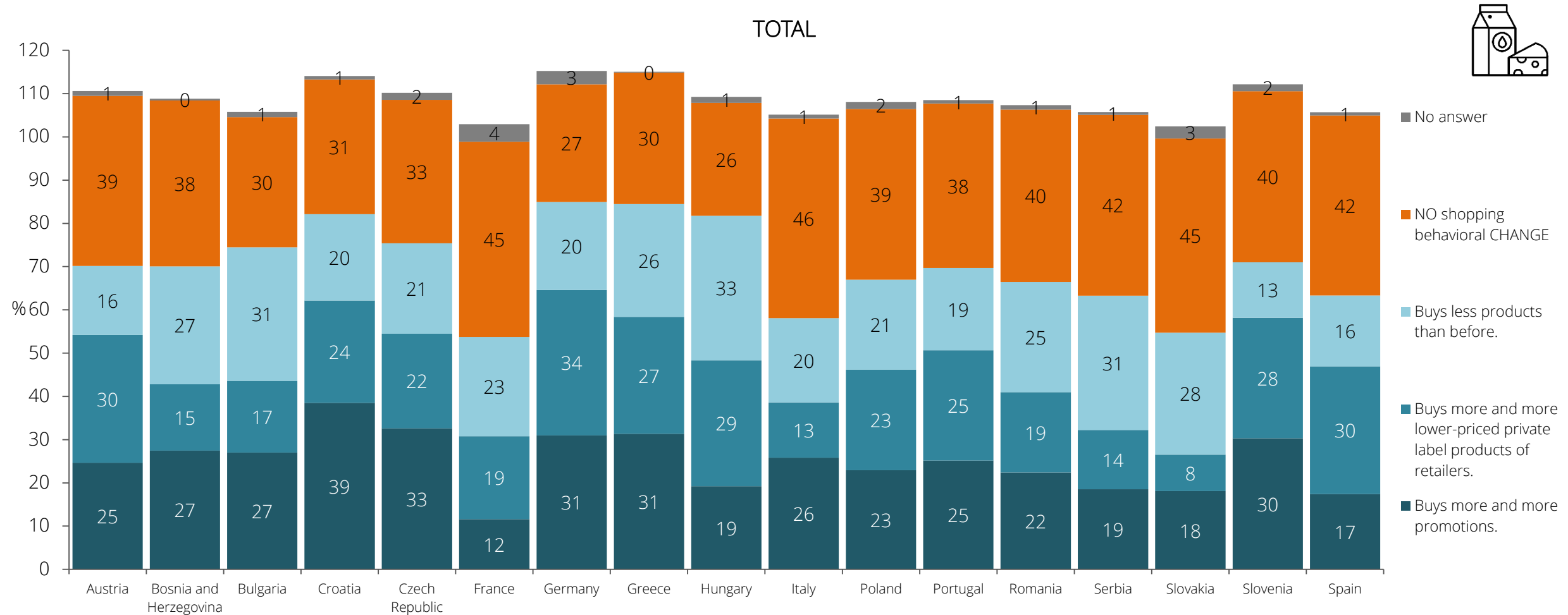
Key sociodemographic characteristics



Basis: all survey participants (n=505) // Note: multiple answers per product category possible; answer option "My shopping behaviour regarding this category of products did NOT change." is exclusive.

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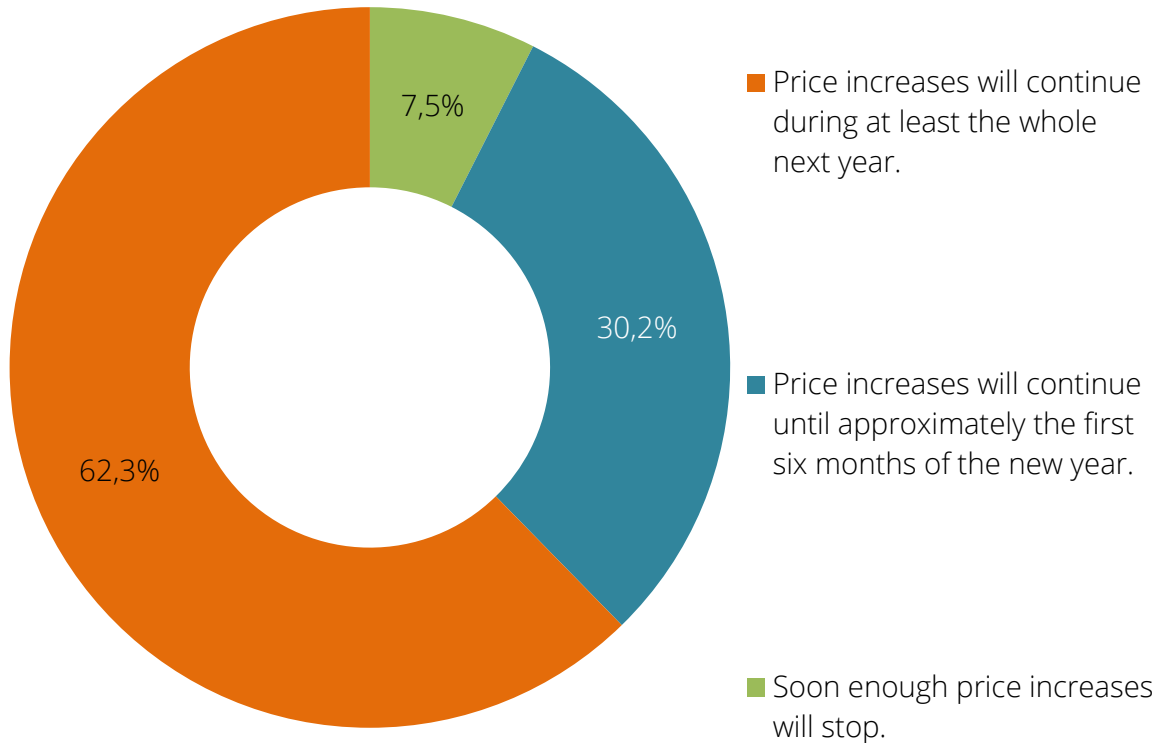


Basis: all survey participants (n=9.542) // Note: multiple answers per product category possible; answer option "My shopping behaviour regarding this category of products did NOT change." is exclusive.

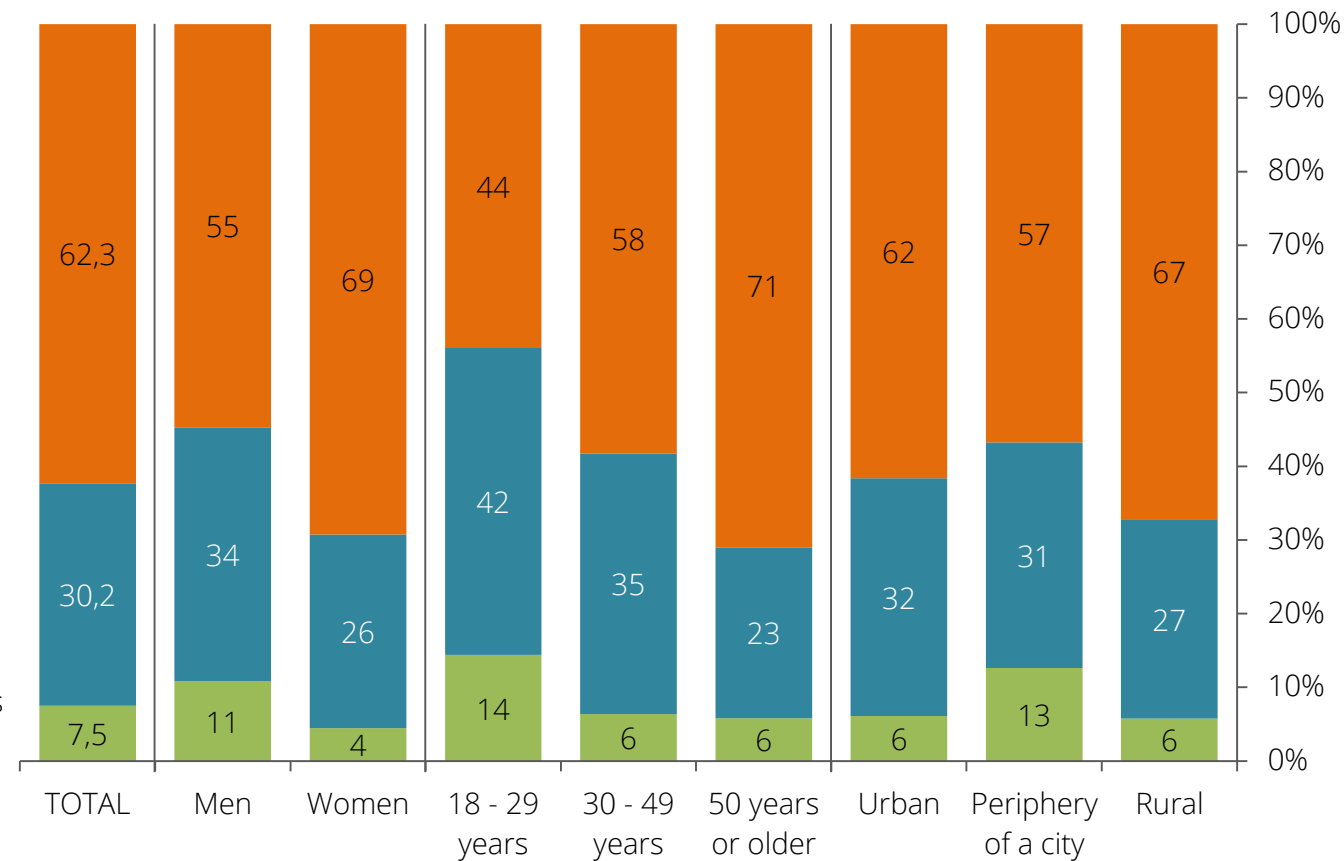
DURATION OF PRICE INCREASES

Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?

TOTAL



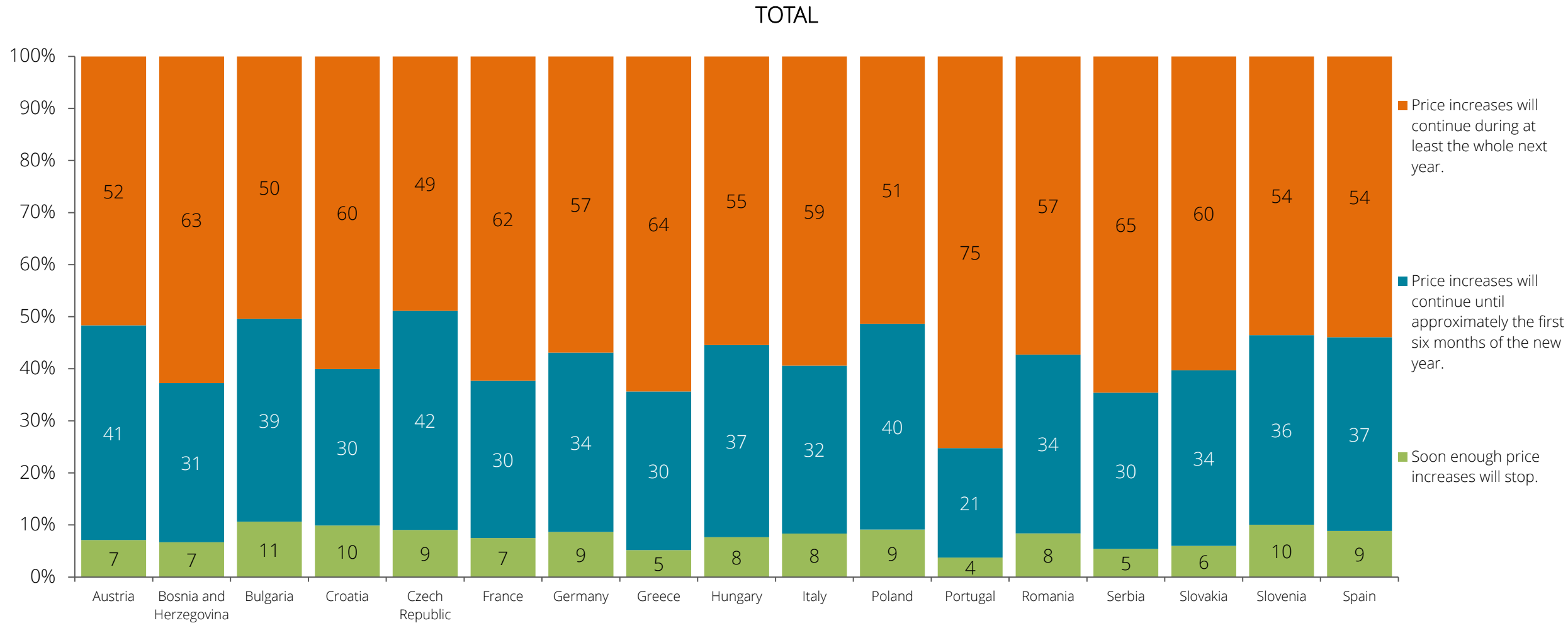
Key sociodemographic characteristics



Basis: all survey participants (n=505) // Note: one answer possible.

DURATION OF PRICE INCREASES

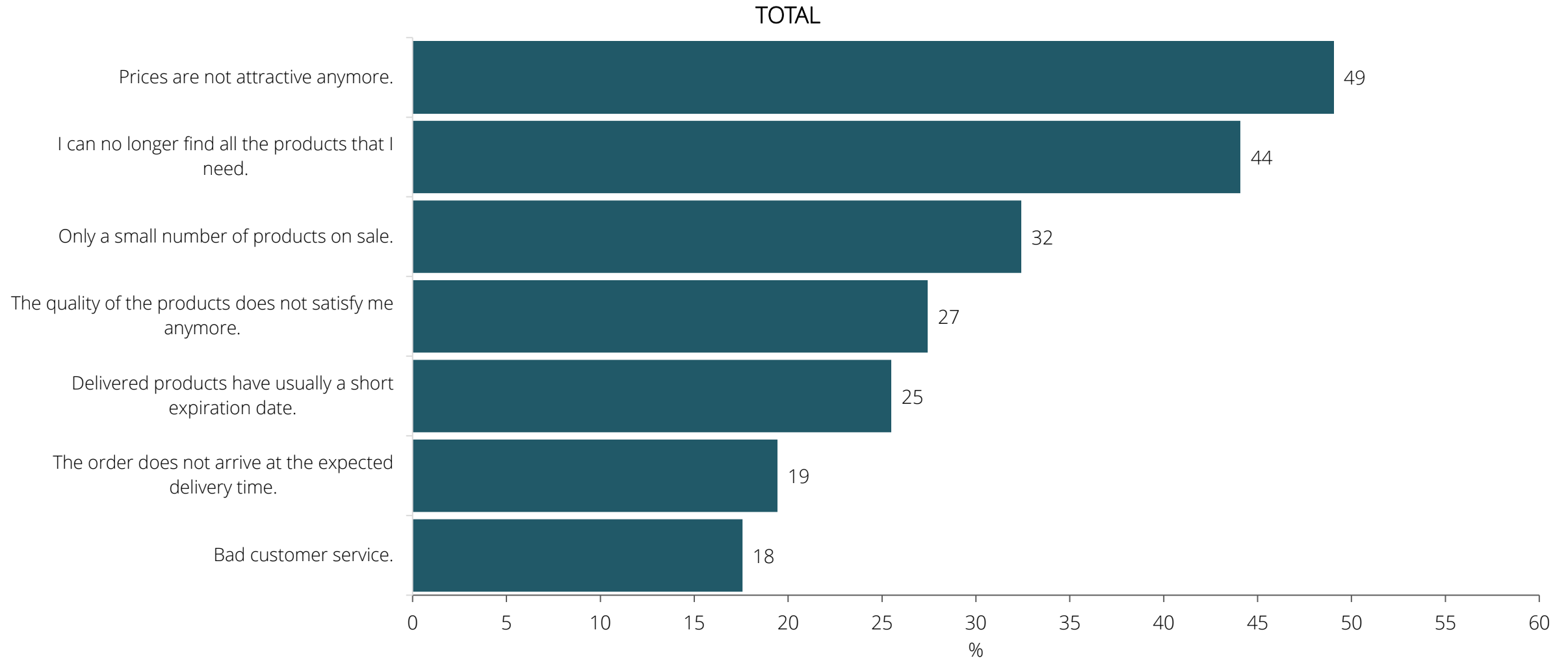
Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?



Basis: all survey participants (n=9.542) // Note: one answer possible.

REASONS TO CHANGE ONLINE SUPERMARKET

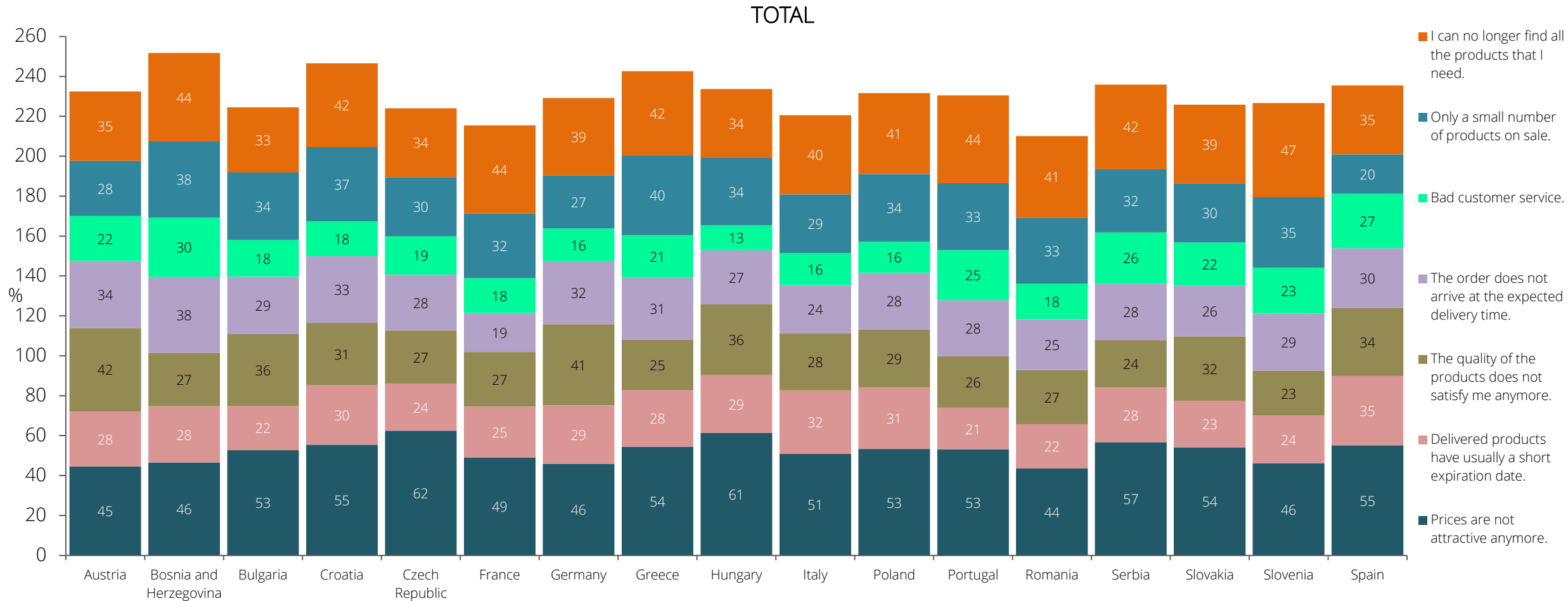
Question: Independently of whether you have ordered from an online supermarket or not, which of the following reasons would be the THREE most important ones to start looking for another online supermarket?



Basis: all survey participants (n=505) // Note: up to 3 answers possible.

REASONS TO CHANGE ONLINE SUPERMARKET

Question: Independently of whether you have ordered from an online supermarket or not, which of the following reasons would be the THREE most important ones to start looking for another online supermarket?



Basis: all survey participants (n=9.542) // Note: up to 3 answers possible.

FOCUS Institut

Marketing Research Ges.m.b.H.

Maculangasse 8

1220 Vienna

Austria

Mail office@focusmr.com

Phone +43/1/258 97 01

Web www.focusmr.com

