

Greater awareness and objectives to reduce environmental impact are driving consumers to adopt more responsible, circular spending behaviors.









Across Europe, consumers note a greater effort on behalf of retailers to evolve and offer greater circular options as they continue to tackle issues like quality and guarantees and breaking the barriers of an essentially online market.



Environmental Impact

Price

Higher quality that would otherwise be inaccessible

 79%
 85%
 83%

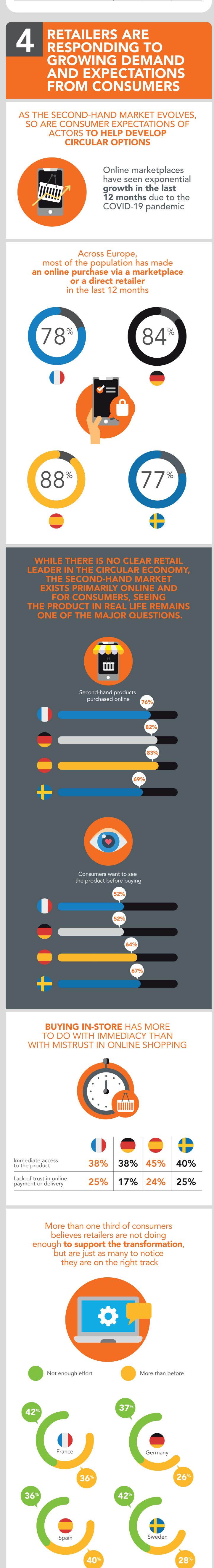
 76%
 82%
 80%

 74%
 87%
 80%

87%

86%

86%







While paying the full amount for a product remains the norm, the use of alternative payment is on the rise – and as more offers become available, there is a shift in behavior.

Full amount paid up front	76%	80%	84%	87%
Have used at least one alternative payment method in the last twelve months	57%	44%	66%	57%
Believe they will use an alternative payment method in the next 12 months	36%	29%	44%	27%
Believe they may buy second-hand products if alternative payment methods were available	47%	39%	54%	38%

The first survey of the European Observatory of Circular Consumption by Oney was carried out online by Harris Interactive using four representative samples of each country's national population aged at least 18 yeard old. Representativeness is ensured by the quota method and an adjustment applied to the following variables: gender, age, region of residence and soci-professional category of respondents in each country. In total, more than 4,000 persons were interviewed in France, Germany, Sweden and Spain. The survey was conducted from July 22 to 28, 2021.

