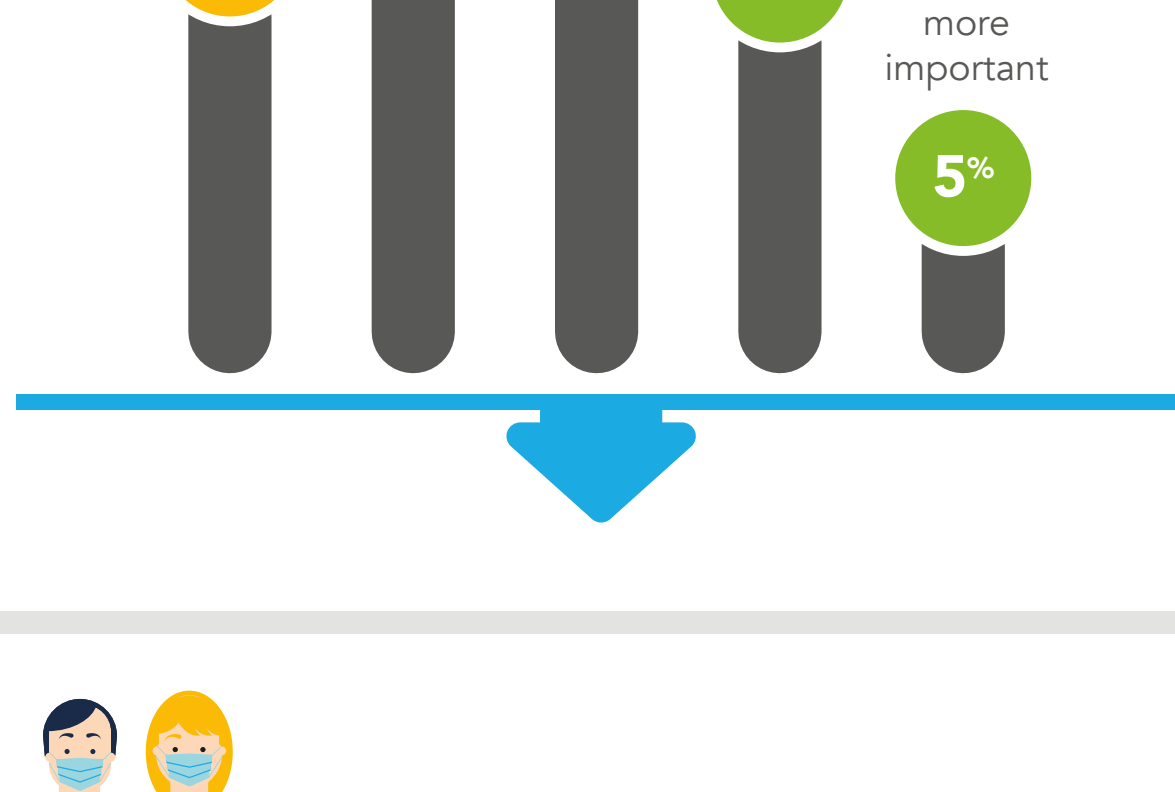


# CONSUMPTION OF THE FRENCH

## BLACK FRIDAY 2021 & END-YEAR SEASON

Between reason and pleasure, the French are preparing their end-of-year purchases. However, the pressure on purchasing power is not curbing their desire to consume. More than in 2020, going out and having fun will even be on the programme at the end of the year. Split payments are once again in demand as a way of managing budget better. Finally, the circular economy is continuing to take root in consumption, particularly for end-of-year purchases.

### 49% OF FRENCH PEOPLE BELIEVE THAT THEIR PURCHASING POWER IS LOWER THAN IN 2020



HOWEVER, THEY PLAN TO BUY AS MUCH AS LAST YEAR IN MOST PRODUCT CATEGORIES.

As much or more than in 2020 :

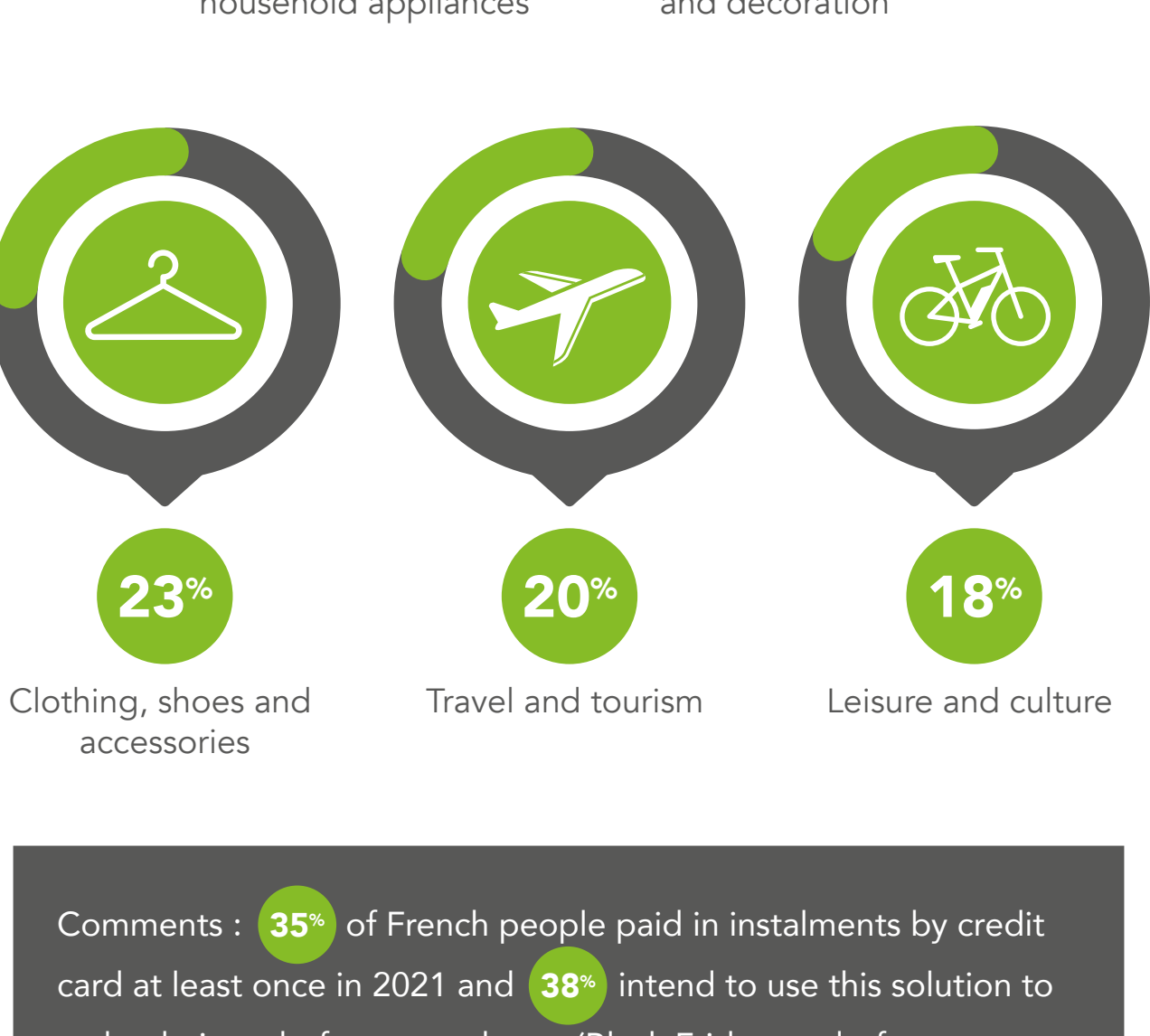


### THE FRENCH WANT TO GO OUT, TRAVEL AND HAVE FUN AT THE END OF THE YEAR.

The French will consume even more than in 2020 in :



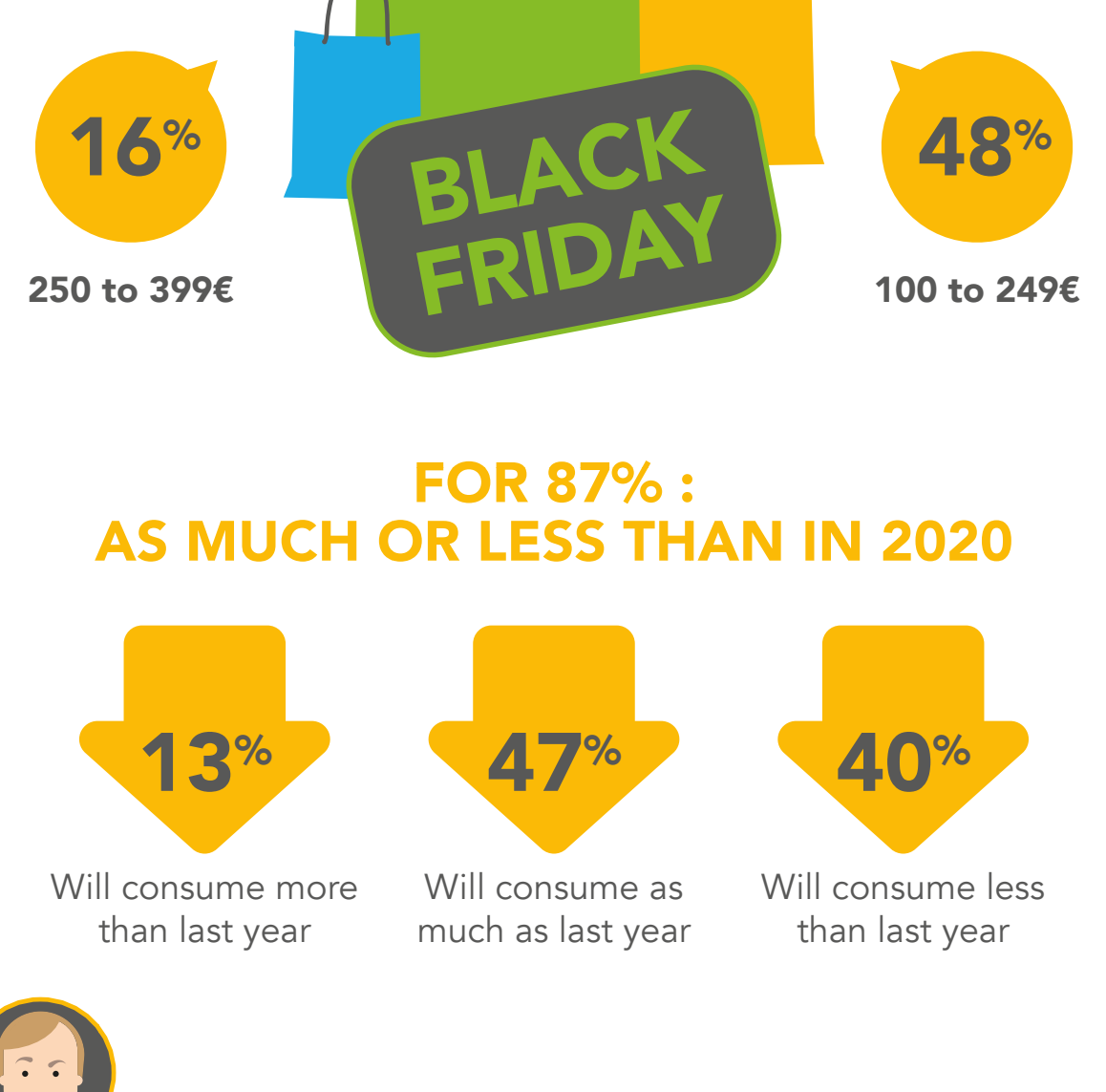
### 38% OF FRENCH PEOPLE WILL USE SPLIT PAYMENTS FOR THEIR END-OF-YEAR PURCHASES



Comments : 35% of French people paid in instalments by credit card at least once in 2021 and 38% intend to use this solution to make their end-of-year purchases (Black Friday, end-of-year celebrations, Christmas gifts, etc.).

### 56% OF FRENCH PEOPLE WILL SPEND DURING BLACK FRIDAY 2021

#### MAINLY BETWEEN 100 AND 250 EUROS



#### FOR 87% : AS MUCH OR LESS THAN IN 2020



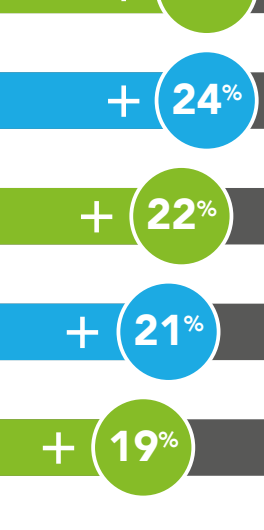
41% OF FRENCH PEOPLE SAY THEY ARE RELUCTANT TO BLACK FRIDAY

### 65% OF FRENCH PEOPLE HAVE ADOPTED NEW RESPONSIBLE CONSUMPTION HABITS SINCE JANUARY

#### RESPONSIBLE CONSUMPTION CONTINUES TO TAKE ROOT IN MOST CONSUMER WORLDS:



Comment : watches, jewellery, sports articles, optics and IT are the categories in which the French have least changed their purchasing behaviour in favour of more responsible consumption.



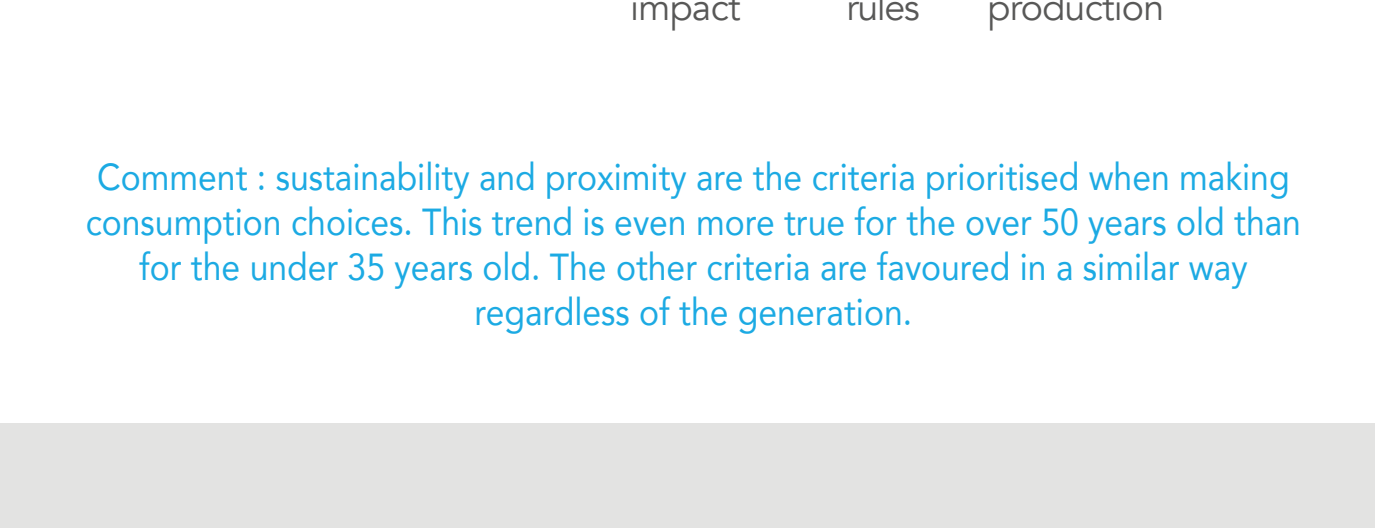
### CLOTHES AND FURNITURE PRIORITISED BY THE END OF 2021

The French will buy more second-hand or reconditioned for the 2021 year-end season than last year in :



Comment : personal equipment is the category with the strongest growth in one year (+26%)

### THE FRENCH CHOOSE FIRST SUSTAINABLE AND LOCAL



Comment : sustainability and proximity are the criteria prioritised when making consumption choices. This trend is even more true for the over 50 years old than for the under 35 years old. The other criteria are favoured in a similar way regardless of the generation.

Survey conducted by Harris Interactive for Oney, in France, from 26 to 28 October 2021 on a representative sample of 1,085 people aged 18 and over.