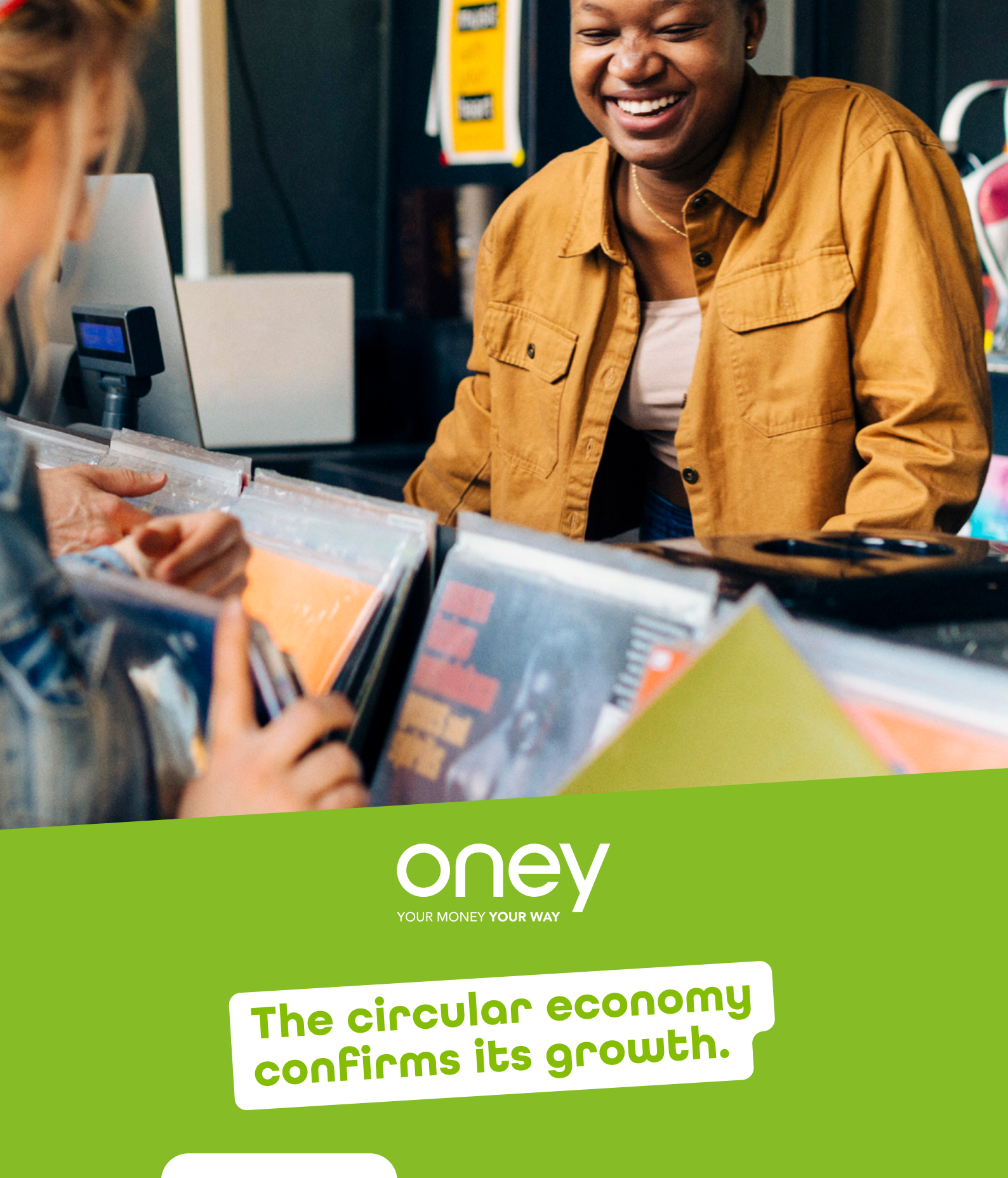


European Barometer for better consumption.

The circular economy: a weapon in the fight against falling purchasing power



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The circular economy confirms its growth.

66% of Europeans say they have purchased products from the circular economy in the last 12 months.

47% say they have done so several times.

In the last 12 months, have you used products from the circular economy?

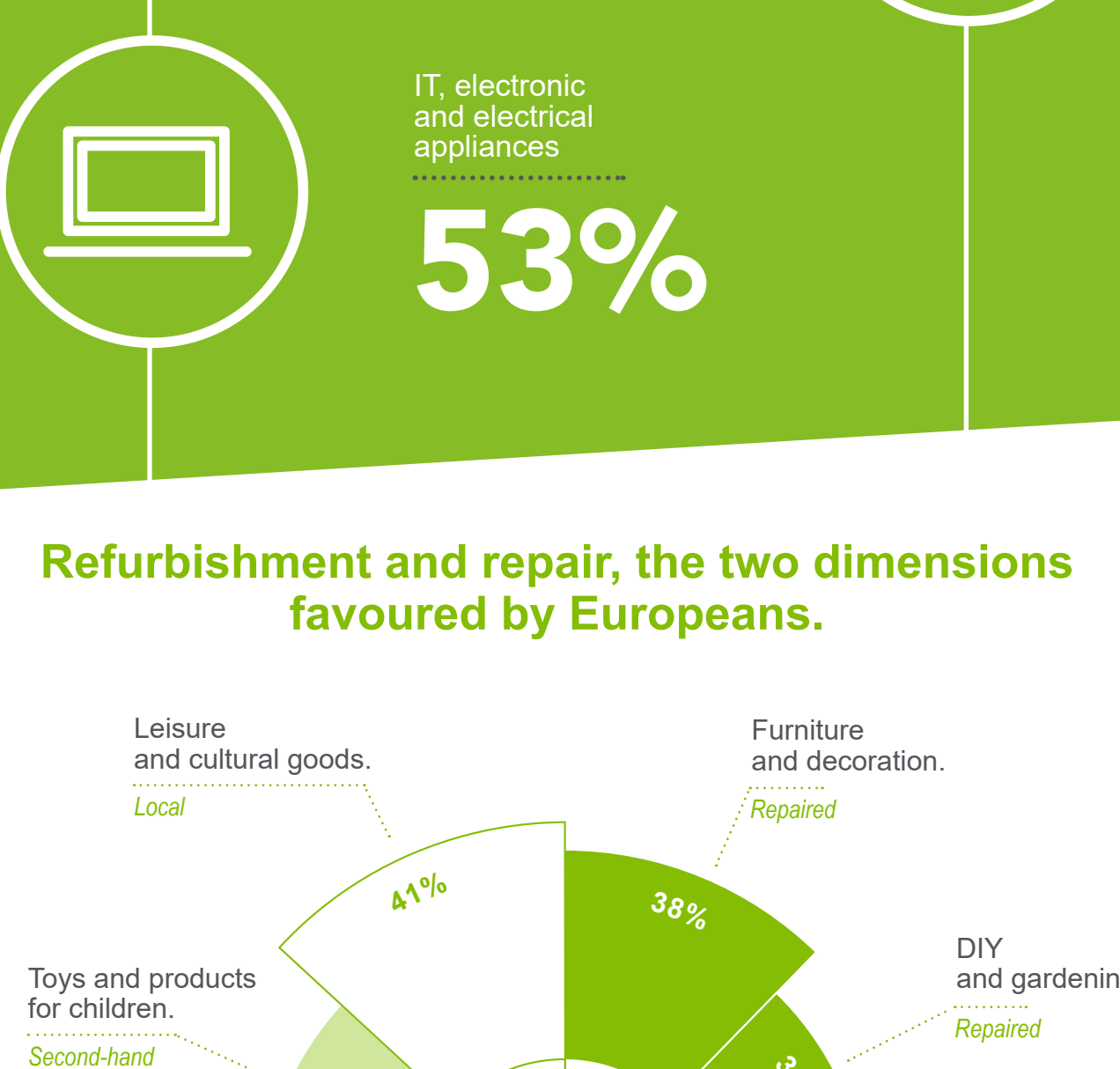
- Yes.
- Yes, several times.



Motivations for responsible purchasing.



Preferred sectors.



Refurbishment and repair, the two dimensions favoured by Europeans.



A solution that is gaining new followers in a context of inflation.

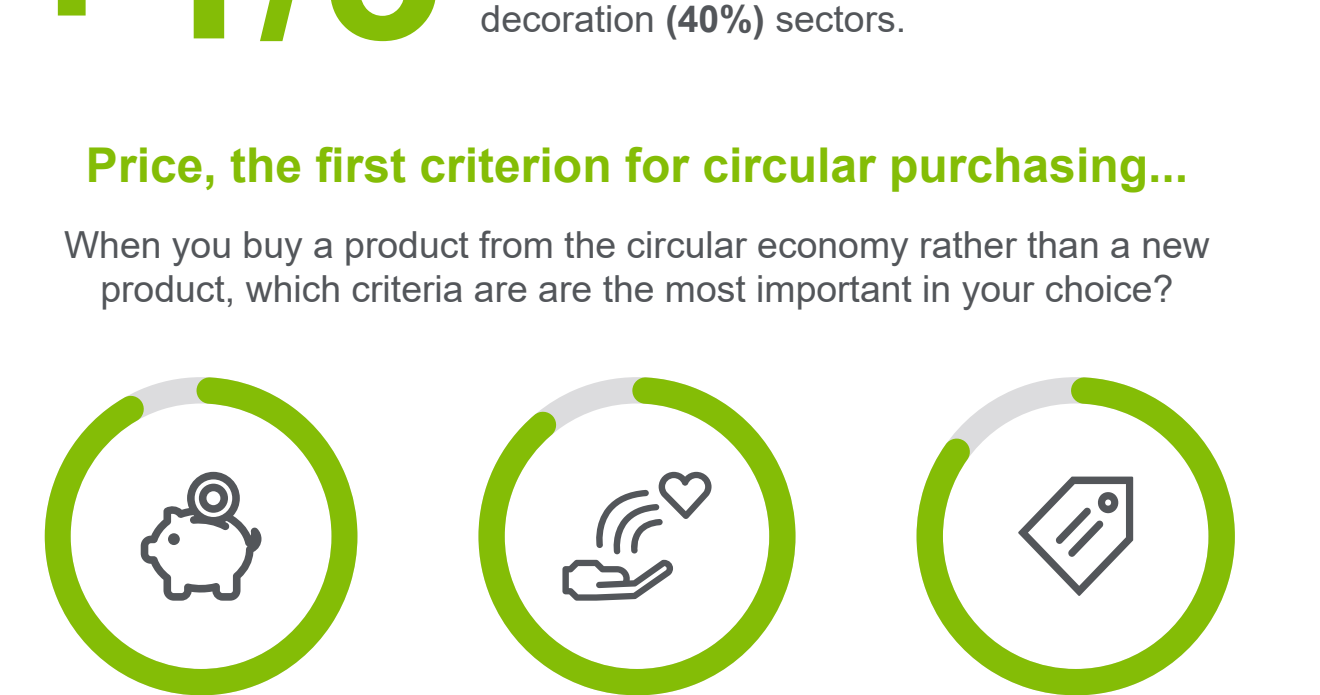


84%

A solution for the future...
In the future, 84% of Europeans confirmed that if they had to reduce their budget, they would prioritise the purchase of products from the circular economy.

If your budget were to decrease, do you think you would resort more often to second-hand or refurbished products?

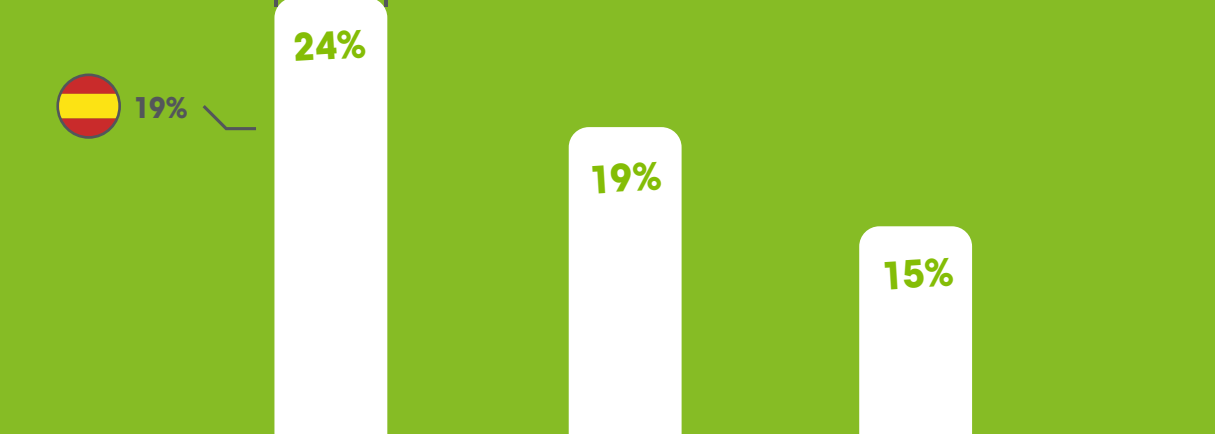
- Yes.
- Yes, definitely.



+1/3 plan to make more frequent use of the circular economy in the next 12 months, primarily in the clothing (43%), tech (42%) and furniture/decoration (40%) sectors.

Price, the first criterion for circular purchasing...

When you buy a product from the circular economy rather than a new product, which criteria are the most important in your choice?



3 key levers to develop this market tomorrow.

Price, the first criterion for circular purchasing...

Europeans' reasons for not buying circular economy products.



Pay more for a more sustainable product?



...with high expectations of brands



40% of Europeans believe that retailers are not sufficiently involved in the development of the circular economy

Inform to reassure

The information that Europeans would most like to receive from retailers.



Targeted trust towards major retailers.

Europeans say they trust above all...

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79% Split payment, a driver for sustainable consumption.

of Europeans believe that split payments are an effective incentive to buy products from the circular economy.

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Methodology: CSA survey for Oney, conducted online among three representative samples in each country (1005 in France, 1001 in Spain, 1006 in Portugal), aged 18 and over, interviewed from July 17 to 28. Quota method based on gender, age, occupation of respondent, stratified by region and urban area (France only).