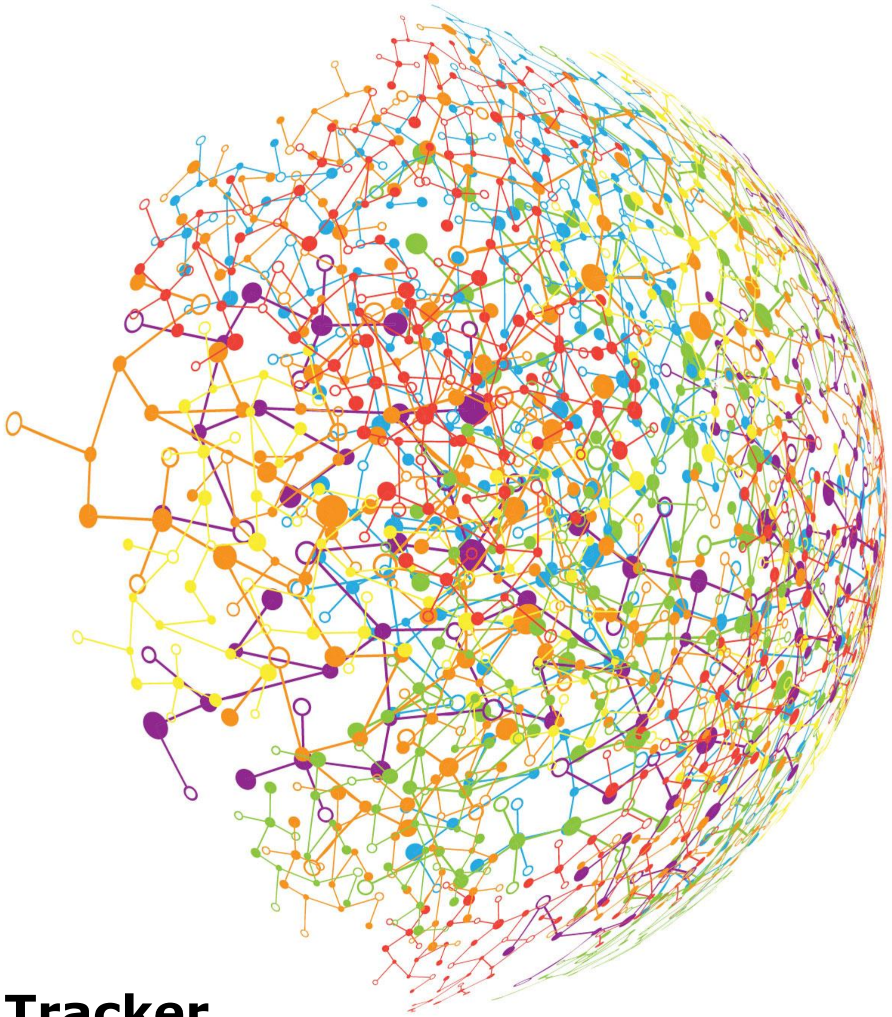
Deloitte.



Global State of the Consumer Tracker

France

Survey Field Date: Wave 4 – May 27 – May 30, 2020

Executive summary

A global improving consumer situation with some disparities, where France is progressively reconnecting with normality, feeling safer going in-store, and logging in its habits the use of digital services

The world is **progressively less anxious** as anxiety is unwinding among most countries, especially **among unconfining European countries** experiencing an improving sanitary situation

Although globally mixed, the situation is stabilizing for European countries, as consumers plan on progressively **reviving consumption for non essential items** and going back to normal consumption for essential items especially in France, with the exception of China planning a ramp-up and Mexico a reduction

French consumers are globally **feeling progressively less concerned**, as 18-34 and high household income consumers feel globally the safest engaging ordinary activities

As unconfining France situation is progressively stabilizing, **consumption is progressively improving for non essential and outing items** especially for **18-34 and high household income** French consumers, more likely to increase their spending in the next weeks

French consumers feel **safer going to the store**, keep on **reducing stocking** essential items and confirm that they will favor **locally sourced items** and resilient brands for their purchases, while **18-34 consumers are more likely to favor online channels** on most purchase items

Pickup in-store option keeps democratizing especially for leisure items while stabilizing for essential items, and is progressively favored for **efficiency** reasons rather than safety reasons, while consumers plan to log in their habits the **use of some digital services**

Contents

Survey methodology

Survey methodology

Fielded using an online panel where consumers over 18 years old are invited to complete the questionnaire (translated into a variety of local languages) via email. It is fielded in 17 countries (targeting 1,000 individual responses per country/wave).

Bi-weekly Consumer Survey

Wave 1: April 15 to 17

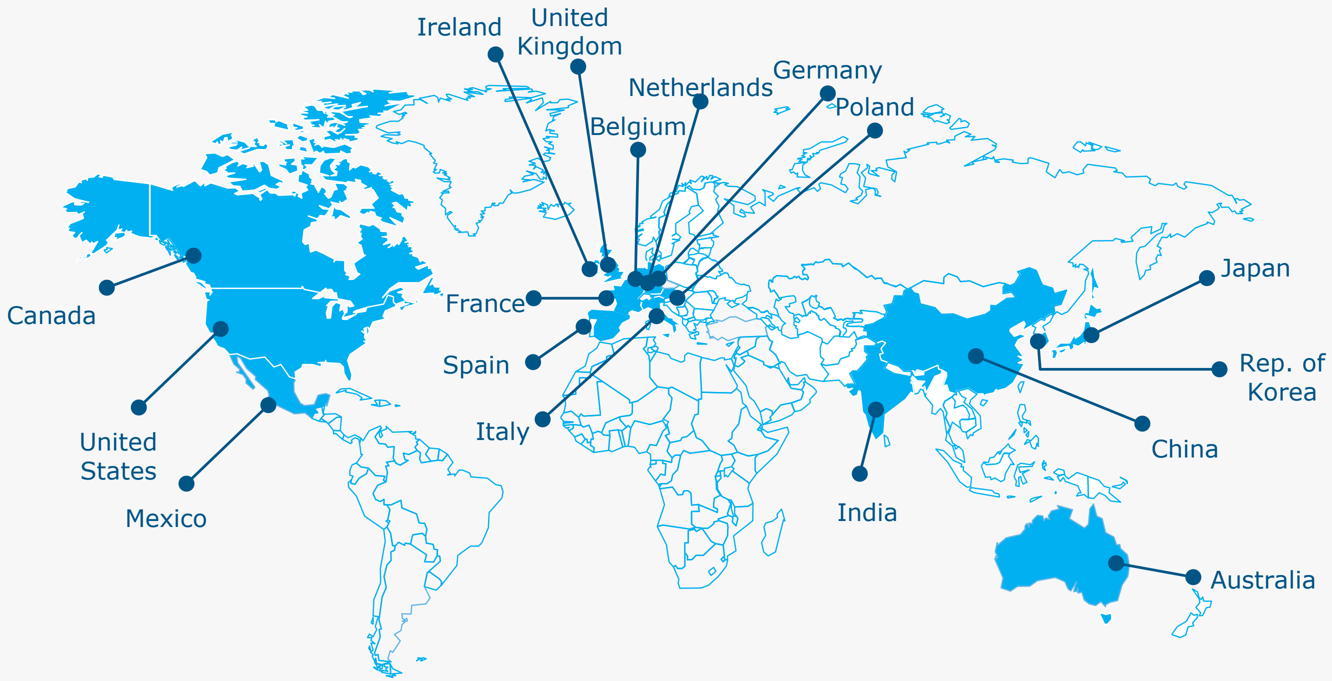
Wave 2: April 29 to May 1

Wave 3: May 13 to 15

Wave 4: May 27 to 30

Methodology:

- Online panel of consumers over 18+
- Fielded in **16** countries
- Translated into local languages
- Sampled ~1,000/country and designed to be representative by country
- Margin of error ±3%



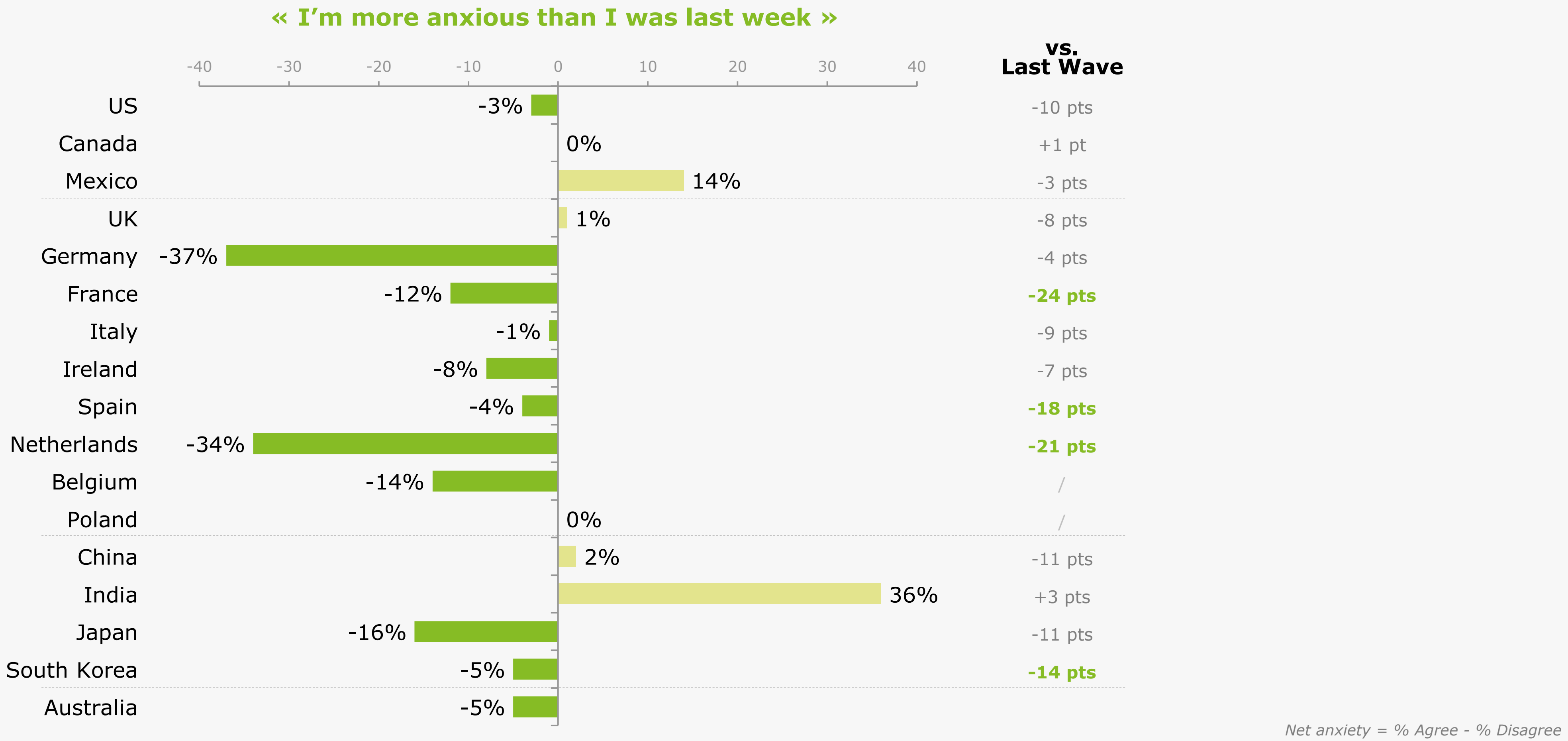
Countries in Focus

- Australia (AU)
- Canada (CA)
- China (CN)
- France (FR)
- Germany (DE)
- India (IN)
- Ireland (IE)
- Italy (IT)
- Japan (JP)
- Mexico (MX)
- Netherlands (NL)
- South Korea (KR)
- Spain (ES)
- United Kingdom (UK)
- United States (US)
- Belgium (BG) *– Since W4*
- Poland (PL) *– Since W4*

General sentiment

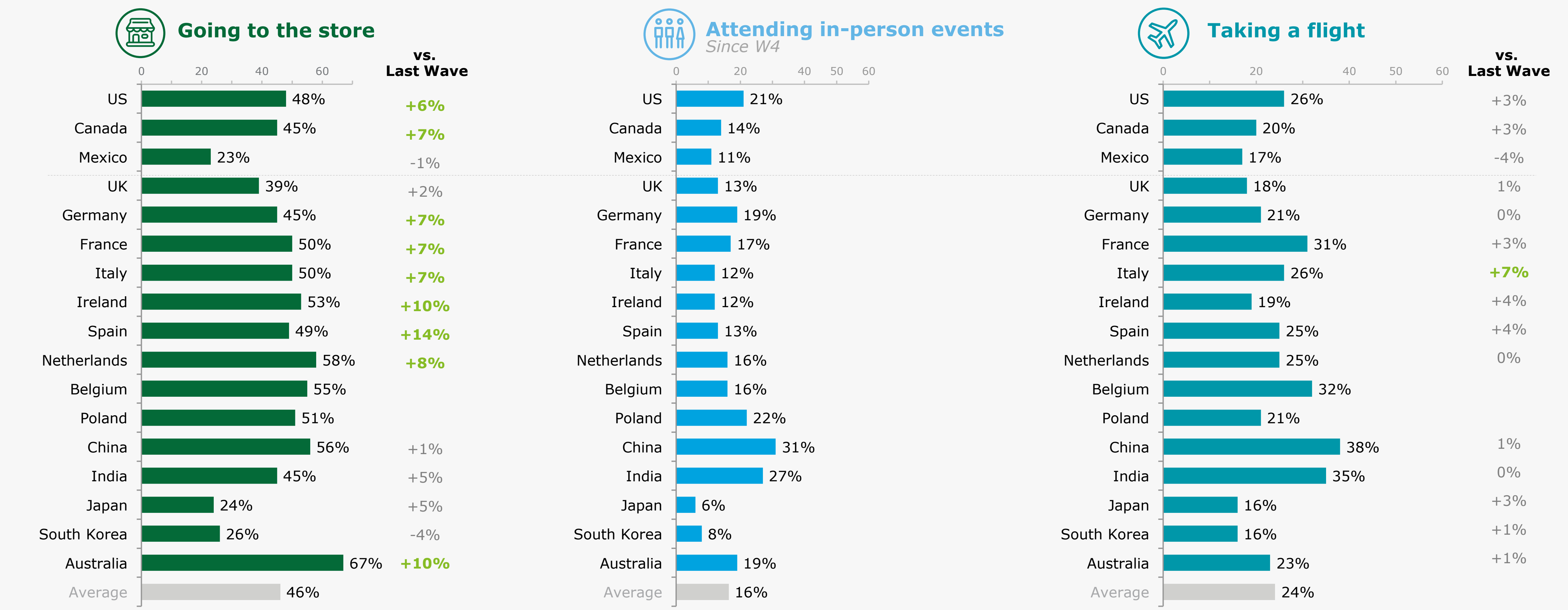
General sentiment

The world is progressively less anxious as anxiety is unwinding among most countries, especially among unconfining European countries experiencing an improving sanitary situation



General sentiment

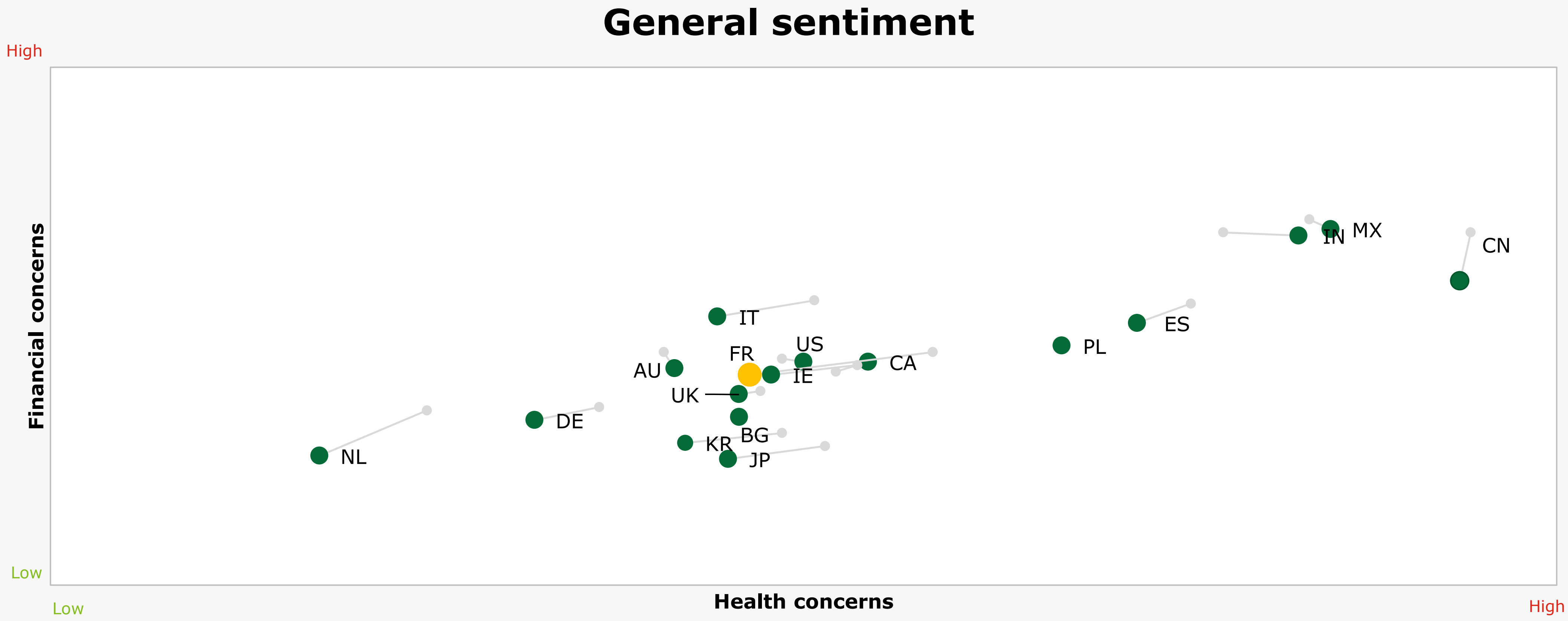
Feelings of safety engaging in ordinary activities is globally improving especially for unconfining European countries while staying low for group situations as consumers stay cautious



To what extent do you agree or disagree with the following statements ? (%Strongly agree / Agree)

General sentiment

Concerns are significatively easing for most countries mostly around health especially for European countries, whereas concerns are still high in India, China and Mexico

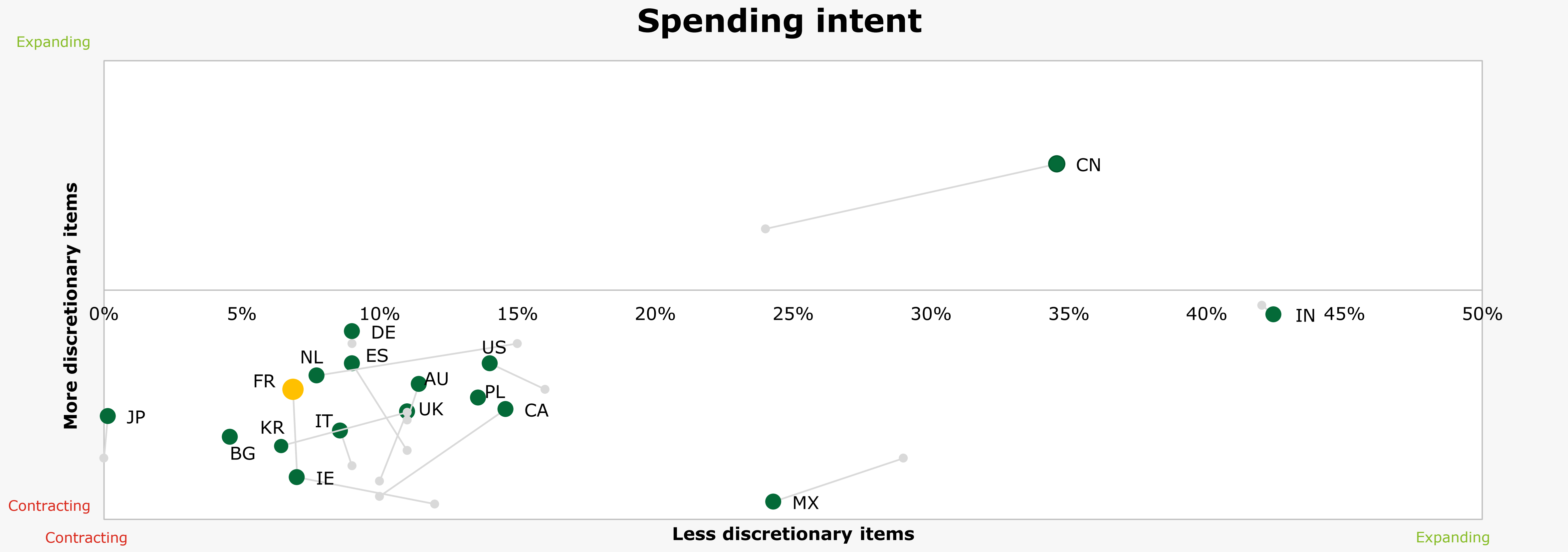


Question: To what extent do you agree or disagree with the following statements?
I'm concerned about my physical wellbeing / I'm concerned about the health of my family and others in my immediate circle / I'm concerned I will not be able to make upcoming payments / I'm delaying large purchases that I otherwise would have made

Spending intent

Spending intent

Although globally mixed, the situation is stabilizing for European countries, as consumers plan to progressively revive consumption for non essential items and stabilize consumption for essential items especially in France, with the exception of China planning a ramp-up and the Netherlands a significant reduction



How much do you plan to spend on each of the following items over the next four weeks compared to the last four weeks?
Net Spending Intent = (% A lot more/Somewhat More) - (% A lot less/Somewhat less)

Spending intent

The situation keeps globally improving, especially for less essential items while still low, whereas the situation is progressively stabilizing for essential items except for countries still undergoing a difficult context planning a ramp-up

		US	Canada	Mexico	UK	Germany	France	Italy	Ireland	Spain	Netherlands	Belgium	Poland	China	India	Japan	South Korea	Australia
Less discretionary	Everyday household goods	+20	+20	**+43**	+15	+12	+12	+20	+18	+18	+13	+8	+20	**+52**	**+56**	+2	+11	+14
	Groceries	**+28**	**+32**	**+28**	**+27**	+17	+18	**+26**	**+27**	+21	+17	+16	**+21**	**+34**	**+57**	+9	**+31**	**+21**
	Utilities	+13	+3	**+26**	+8	+5	+3	+1	+6	+5	+4	-1	+13	**+43**	**+37**	-5	+0	**+21**
	Medicine	+11	**+22**	**+24**	+8	+7	+5	+4	+3	+6	+3	+2	+11	**+22**	**+41**	+1	+1	+6
	Home internet / Mobile	+10	**+36**	+21	+10	+8	+10	+4	+6	+8	+9	+7	+10	**+36**	**+51**	+0	+8	+11
	Health care	+10	**+36**	+14	+1	+8	+4	-1	-10	+5	+5	+4	+9	**+36**	**+45**	+1	-2	+2
	Housing	+6	+19	-6	+8	+6	-4	+6	-1	+0	-9	-4	+11	+19	+10	-7	-4	+5
	Alcohol	-1	+5	**-40**	+0	-2	-14	**-26**	-9	-13	-9	-17	-22	+5	-15	-11	**-22%**	-6
More discretionary	Books	-4	**+27**	-24	-5	+4	-2	-5	-7	-1	+6	-11	-6	**+27**	+15	-6	-17	-8
	Cable TV	+5	**+26**	+0	+3	+1	-5	-11	-7	-1	-8	-2	-1	**+26**	**+35**	-12	+0	+4
	Clothing / apparel	-14	**+27**	**-33**	-18	-4	-9	-9	**-23**	-4	-4	-15	-2	**+27**	-11	-20	-19	-15
	Electronics	-13	+21	**-39**	-16	-8	-16	-15	**-28**	-10	-3	-17	-20	+21	-4	-11	**+26**	-10
	Entertainment	-6	+21	+5	+2	+6	-6	-12	-8	-4	-18	-12	-8	+21	**+32**	-13	-6	+1
	Fuel / Motor oil	-16	**+25**	-22	**-33**	-9	-8	-10	**-43**	-2	**-25**	**-26**	+1	**+25**	-2	-14	-17	-16
	Furnishing	-17	+5	-55	**-23**	-10	**-26**	**-40**	**-36**	**-27**	-1	**-30**	**-29**	+5	-18	**-26**	**-39**	+22
	Restaurants / Takeout food	-2	+14	-9	**-29**	-8	-17	-17	**-31**	-4	**-41**	-20	**-22**	+15	**-29**	-15	-8	-11
	Travel	**-28**	-7	**-60**	**-40**	**-24**	**-27**	**-39**	**-53**	**-30**	**-25**	**-42**	**-32**	-7	**-35**	**-37**	**-50**	**-40**
	Savings	+7	+18	+13	+5	+6	-3	-11	+6	-1	+17	-5	-3	+18	+34	+4	-2	+9

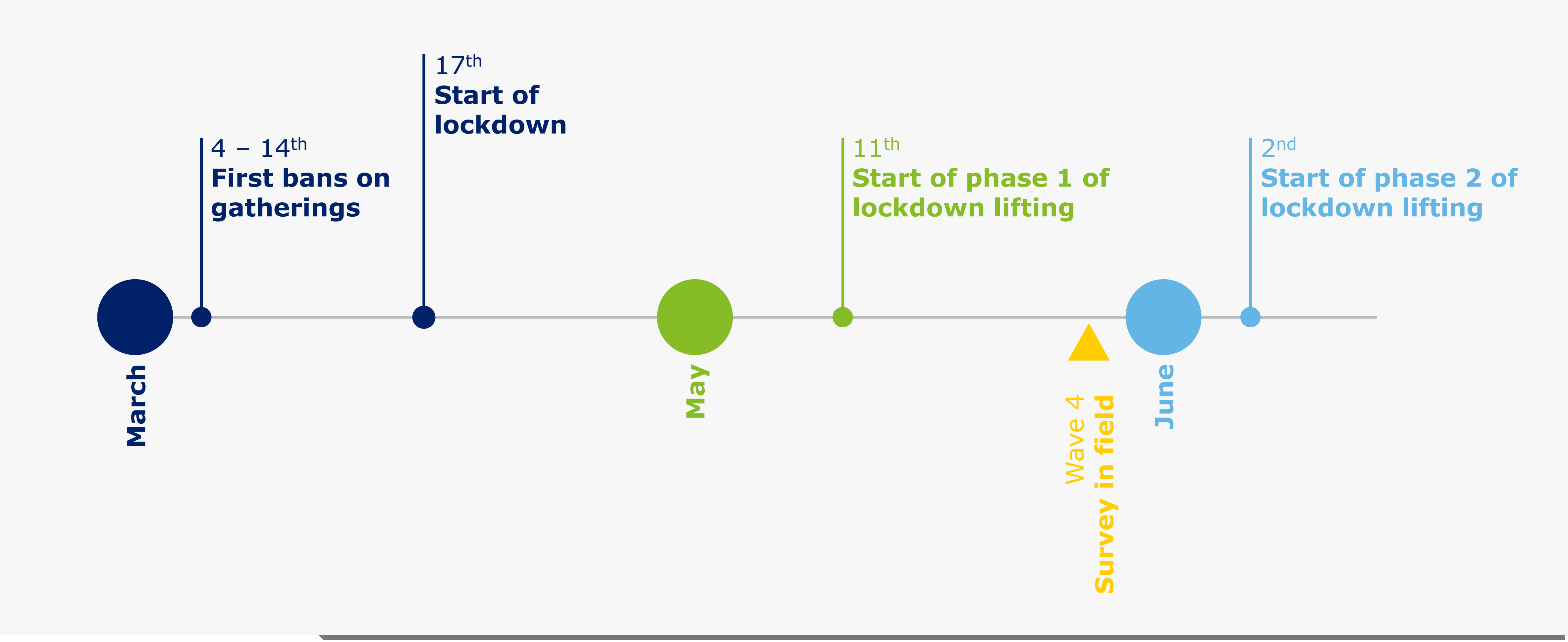
Global Net Spending Intent vs. Last Wave (see slide 11)

How much do you plan to spend on each of the following items over the next four weeks compared to the last four weeks?
Net Spending Intent = (% A lot more/Somewhat More) - (% A lot less/Somewhat less)

Zoom on France

Zoom on France

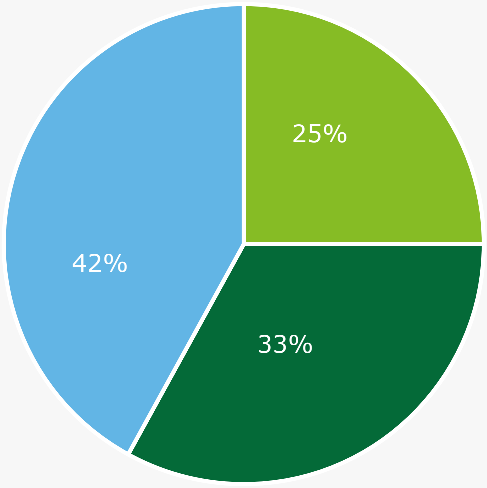
Local historical timeline



Zoom on France

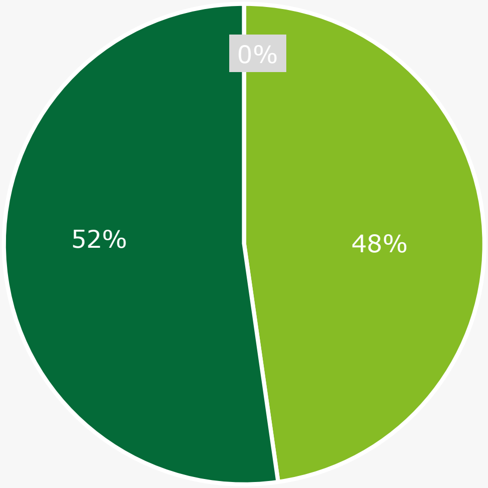
Demographics (% of respondents in sample)

Age Group



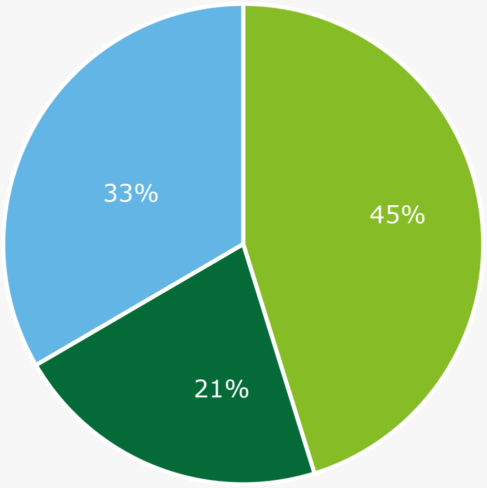
Q1: What year were you born?

Gender



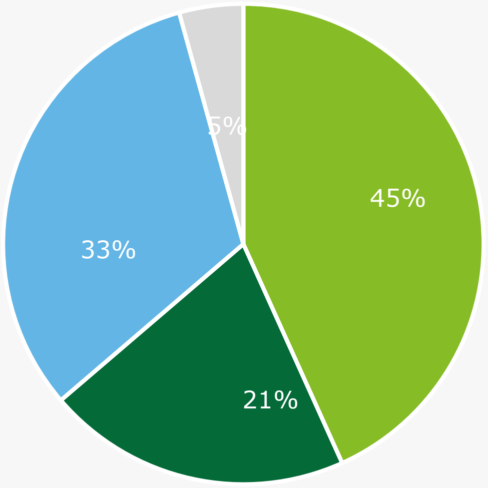
Q2: Please indicate the gender to which you identify

Living Area



Q15: Which of the following best describes the area where you live?

Household Income



Q19: What is your approximate total annual household income?

Sample size: n=1,000

Zoom on France – Feeling of safety

French consumers are globally feeling progressively less concerned, as 18-34 and high household income consumers feel globally the safest engaging ordinary activities

	France	18-34	35-54	55+	Low HH Income	Medium HH Income	High HH Income
Going to the store	50%	47%	46%	53%	44%	51%	52%
Attending in-person events	17%	27%	15%	13%	19%	16%	21%
Taking a flight	31%	34%	28%	32%	26%	31%	38%

vs. Last Wave   vs. average France

To what extent do you agree or disagree with the following statements ? (%Strongly agree / Agree)

Zoom on France – Spending intent

As France situation is progressively stabilizing while unconfining, consumption is progressively improving for non essential and outing items especially for 18-34 and high household income consumers, more likely to increase their spending in the next weeks

		France	18-34	35-54	55+	Low HH Income	Medium HH Income	High HH Income
Less discretionary	Everyday household goods	+12%	+10%	+17%	+9%	+4%	+12%	+17%
	Groceries	+18%	+29%	+17%	+11%	+14%	+16%	+25%
	Utilities	+3%	+18%	+3%	-6%	+5%	0%	+8%
	Medicine	+5%	+13%	+6%	+0%	+6%	+3%	+11%
	Home internet / Mobile	+10%	+22%	+13%	0%	+6%	+8%	+19%
	Health care	+4%	+12%	+1%	+2%	+5%	+2%	+10%
	Housing	-4%	+5%	-3%	-10%	-1%	-8%	+4%
	Alcohol	-14%	-6%	-13%	-20%	-24%	-15%	+2%
More discretionary	Books	-2%	+8%	-2%	-10%	-9%	-5%	+11%
	Cable TV	-5%	+1%	0%	-14%	-12%	-5%	+4%
	Clothing / apparel	-9%	+9%	-11%	-20%	-16%	-9%	-6%
	Electronics	-16%	0%	-16%	-27%	-22%	-19%	-5%
	Entertainment	-6%	+8%	-2%	-21%	-4%	-11%	+2%
	Fuel / Motor oil	-8%	+1%	-5%	-16%	-17%	-5%	-4%
	Furnishing	-26%	-6%	-20%	-44%	-24%	-30%	-18%
	Restaurants / Takeout food	-17%	-6%	-18%	-22%	-25%	-17%	-4%
	Travel	-27%	-17%	-26%	-36%	-35%	-31%	-10%
	Savings	-3%	+9%	-5%	-10%	-14%	-3%	+11%

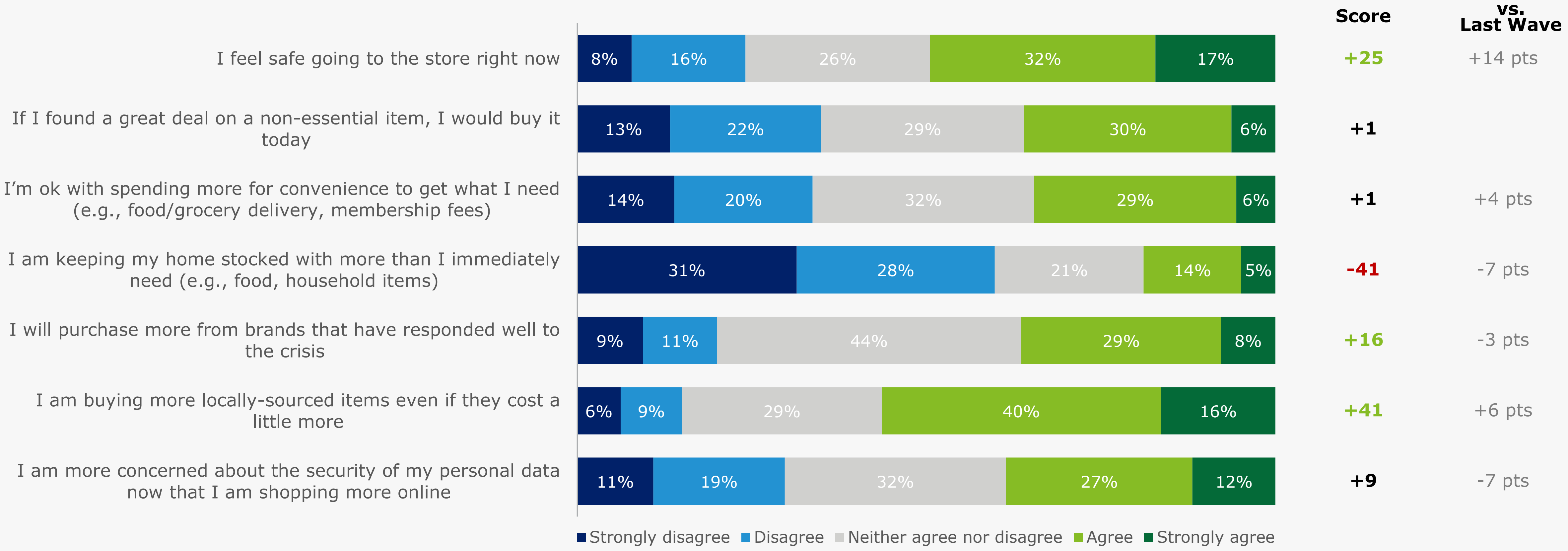
Spending intent vs. Last Wave

Spending intent vs. average France

How much do you plan to spend on each of the following items over the next four weeks compared to the last four weeks?
Net Spending Intent = (% A lot more/Somewhat More) - (% A lot less/Somewhat less)

Zoom on France – Purchase behavior intentions

French consumers feel safer going to the store, keep on reducing stocking essential items and confirm that they will favor locally sourced items and resilient brands for their purchases



To what extent do you agree or disagree with the following statements?
Score = %Agree-%Disagree

Zoom on France – Mode of purchase intention

As consumers tend to increasingly trust in-store channel, 18-34 consumers are more likely to favor online channels on most purchase items

	France	18-34	35-54	55+	Low HH Income	Medium HH Income	High HH Income
Everyday household goods	43%	34%	36%	54%	46%	43%	41%
Groceries	46%	36%	38%	57%	47%	47%	38%
Medicine	59%	43%	54%	72%	53%	63%	51%
Alcohol	46%	37%	39%	56%	47%	49%	35%
Books	16%	11%	12%	23%	20%	17%	10%
Clothing / apparel	23%	11%	15%	36%	26%	23%	16%
Electronics	18%	12%	10%	29%	22%	18%	12%
Restaurants / Takeout food	35%	20%	27%	54%	32%	36%	34%

Use of in-store channel only vs. Last Wave

Use of in-store vs. average France

How do you plan to purchase each of the following items over the next four weeks ?
% 'In-store only'

Zoom on France – Likelihood to buy online and pickup in-store

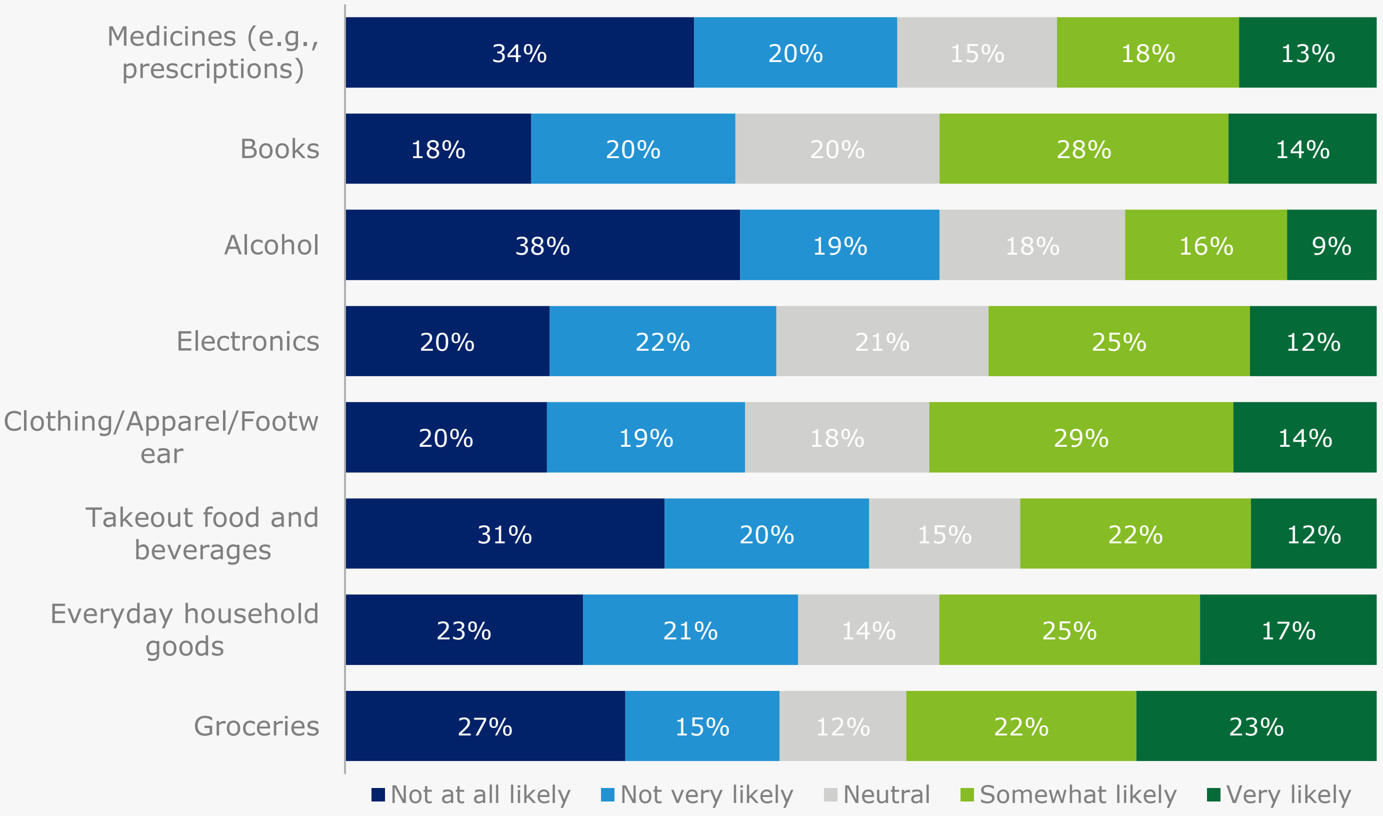
Pickup in-store option keeps democratizing especially for leisure items while stabilizing for essential items, and is progressively favored for efficiency reasons rather than safety reasons

Top 3 reasons to buy online and pickup in-store

1. **« It's safer »**
   33%
   -9 pt vs Last Wave

2. **« It's faster than shopping in-store »**
   33%
   +1 pt vs Last Wave

3. **« I can quickly see what is in-stock »**
   32%

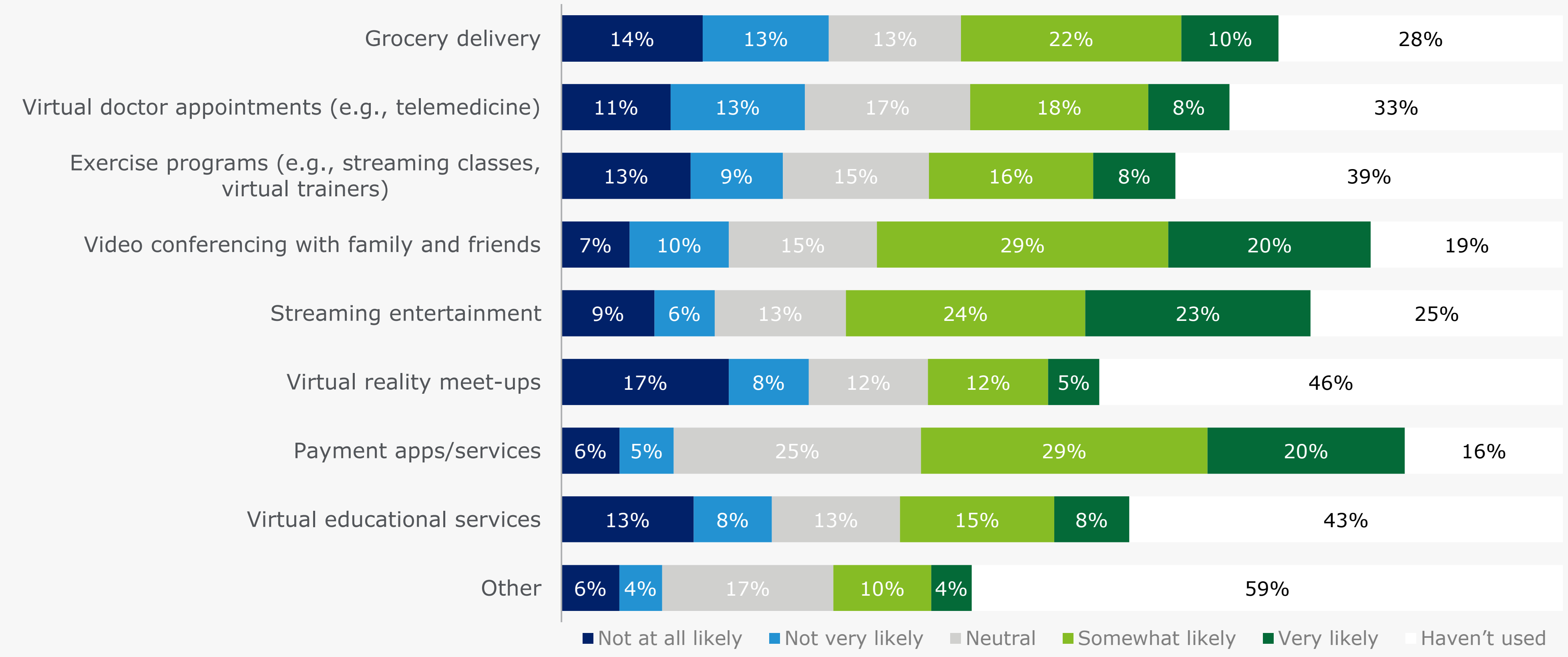


	Score	vs. Last Wave
Medicines (e.g., prescriptions)	-23	+2 pts
Books	+5	+11 pts
Alcohol	-33	+9 pts
Electronics	-4	+8 pts
Clothing/Apparel/Footwear	+5	+4 pts
Takeout food and beverages	-16	+4 pts
Everyday household goods	-2	-1 pts
Groceries	+3	-3 pts

How likely are you to buy the following items online and pick them up in-store in the next four weeks ? (% Likely displayed)
Score = %Likely - %Not likely

Zoom on France – Intended use of digital services

Digital habits are stabilizing for French consumers, as they keep on being cautious by favoring social distancing tools even after first unconfinement weeks



	Likely Total	vs. Last Wave
Grocery delivery	**32%**	+1 pts
Virtual doctor appointments (e.g., telemedicine)	**26%**	-2 pts
Exercise programs (e.g., streaming classes, virtual trainers)	**25%**	-4 pts
Video conferencing with family and friends	**49%**	-7 pts
Streaming entertainment	**46%**	+1 pts
Virtual reality meet-ups	**17%**	+1 pts
Payment apps/services	**48%**	-1 pts
Virtual educational services	**23%**	-4 pts
Other	**13%**	-1 pts

How likely are you to continue using the following digital services over the next four weeks?
Likely Score = %Likely + %Very likely

Vos contacts France

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