



OBSERVATOIRE ECONOMIQUE

ALLIANCE FRANCE CUIR

Study

Perception of leather and consumption of shoes and leather goods in France

Leather

Tied for 2nd

French's favorite material

86%

of the French think leather is **NATURAL**

55%

of the French think leather is **ECOLOGICAL**

70%

of the French think leather is **MODERN**

TOP3

reasons given by the French for buying leather goods

DURABILITY
REPARABILITY
COMFORT

TOP1 TOP2 TOP3

90%

of the French think leather is **DURABLE**

94%

of the French think leather is **STURDY**

83%

of the French think leather is **COMFORTABLE**

82%

of French people say they **buy** leather goods

85€

is the average budget the French are willing to spend on **a pair of shoes**

7 OUT OF 10 FRENCH PEOPLE SPEND LESS THAN 100 EUROS ON A PAIR OF SHOES

153€

is the average budget the French are willing to spend on **a handbag**

85% OF FRENCH PEOPLE SPEND LESS THAN 250 EUROS ON A HANDBAG

TOP3

criteria for responsible leather goods according to the French

ORIGIN
RESPECT FOR
THE ENVIRONMENT
REPARABILITY

TOP1 TOP2 TOP3

1 in 2 French people say they would be willing to spend more for a leather article **made in France** 🇫🇷

92%

of French people identify leather as a material of **animal origin**

47%

Nearly **one in two French people** declares that it comes from **animals bred specifically for its production**.

AND YET, IT'S NOT TRUE. LEATHER IS A BY-PRODUCT OF THE FOOD INDUSTRY.

86%

of French people know leather can be **repaired**

9/10 FRENCH

say they know how to **care for their shoes** themselves

1/2 FRENCH

wish to receive **advice** on shoe care

