

**BETWEEN  
STRATEGIC SUSTAINABILITY AND  
ECONOMIC REALITY:  
CONSUMERS' TRADE-OFFS**

**MINIBOOK 2023**

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# Introduction

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To meet the challenges of a society in crisis(ies), the general public is forced to adapt the way it consumes. More and more people are aware of the role they play and the impact of their day-to-day decisions on the environment. As a result, consumers are increasingly demanding more from manufacturers.

They demand greater transparency in manufacturing processes, want to know at their fingertips the composition of the products they use, and want to know everything about the value chain.

But while the environmental crisis is well integrated in consumers' minds, it often comes up against a harsh economic reality. With inflation soaring, it's not always easy to make responsible choices while preserving purchasing power. When the urgency of the end of the world collides with the urgency of the end of the month, consumers do not all react in the same way, and several types of behavior emerge.

CosmeticOBS has designed this Minibook to help beauty professionals better understand their targets and the expectations of their clientele.

It takes stock of responsible consumption in the broadest sense, relays trend studies carried out by forward-looking consultancies, and details the needs of the general public.

# GREENFLEX BAROMETER: WHEN HEALTHY RHYMES WITH RESPONSIBILITY

**As every year, the Greenflex/ADEME study takes the temperature of responsible consumption. This edition of the 2023 barometer highlights a unified approach to health (human, animal and environmental), which has become essential for the general public. The results were presented during a webinar broadcast on June 6, 2023.**

To carry out this study, 2017 people, representative of the French population (aged 18 and over) were surveyed online between March 13 and 22, 2023.

The world is in crisis, and consumers are aware of it. 60% say they are worried about the state of the planet, and that action is urgently needed. They are even concerned about the impact of the environment on their health (78%).

They fear that the products they buy will have a negative effect on them (51%) or on nature (49%).

Fears about health and environmental balance are also driving forces behind the general public's desire to change their daily habits.

Consumers expect brands to be more transparent about the impact of products on their health (80%) and on the planet (76%).

And these questions have a major influence on purchasing decisions. 64% of French people will not buy a cosmetic product if they have any doubts. Certain categories of skincare, such as perfumes, raise a lot of questions among the general public. 63% of those surveyed wonder whether fragrances have an effect on their health.

Animal welfare is also an important issue for the French.

This is illustrated by a reduction in meat and fish consumption.

## Individual commitment

Personal commitment to responsible consumption continues to grow (78% of French people versus 76% last year).

13% are truly committed, 66% feel concerned, 12% are indifferent and 6% are annoyed by the notion of responsibility.

This new awareness has led to a drop in consumption. 54% of those surveyed said they were limiting their purchases of new products.

But adopting a responsible attitude is no easy matter. *"Making the right decisions is a growing burden for consumers. 68% of French people find it tiresome to have to search for what is responsible and what is not, in order to make the right choices."* However, product safety is paramount, ahead of the sensory experience or comfort of use.

More determined than ever to change the way they consume, the French also expect manufacturers to initiate changes in the way they operate.

93% of them believe that the current economic model needs to be reoriented to take greater account of human and planetary health priorities.

The general public wants brands to act transparently and responsibly. They say they need proof (85%) to believe what companies say.

What's more, the French would like manufacturers to scale back their advertising campaigns, stop