

## 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