

FRENCH CONSUMERS AND THE CONCEPT OF CSR

of Frenchs consider the leather industry to be responsible

82%

3 FRENCHS

4/4

BUT

28% actually

know what CSR means

say they are familiar with the concept of CSR

have already boycotted a brand because of its environmental or social practices

4 FRENCHS

10/10

Our analysis

Awareness of CSR may be imperfect, but its impact on French consumer behaviour is very real.

AN UNABATED AFFECTION

2nd

Leather is French consumers favorite material after cotton!

3 FRENCHS

4/4

buy leather goods

BUT

27%

of Frenchs feel well informed about how leather is made

« One of the key findings of this study is the significant proportion of French people who report having no opinion on leather production methods, highlighting a need for greater information and awareness. The study also reveals strong expectations regarding animal welfare, particularly among younger consumers, who are the most sensitive to CSR practices and do not hesitate to boycott products. »

Philippe GILBERT,

Director of the Economic

Observatory of Alliance France Cuir



Source : Economic Observatory of Alliance France Cuir, Perception of Leather and Consumption of Footwear and Leather Goods in France.



The Economic Observatory of Alliance France Cuir is the leading reference body dedicated to the collection, analysis, and promotion of data across the leather industry value chain, both in France and internationally.

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Survey

Leather and CSR :
What French Consumers
Really Expect ?

UNDENIABLE STRENGTHS

86%

of Frenchs know that leather can **be repaired**

94%

of Frenchs think that leather is **durable**

8 FRENCHS
/10

think that leather is the **most durable material**

86%

of Frenchs consider leather to be a **natural material**

Our analysis

Thanks to its durability and repairability, leather stands apart from the throwaway culture.

TOP 3

concerns for French consumers when purchasing leather

1ST

ANIMAL WELFARE

2ND

ENVIRONMENT

3RD

ORIGIN AND TRACEABILITY OF HIDES

Our analysis

Animal welfare ranks 5th among French consumers' purchasing criteria. However, it becomes the 1st decision-making factor when it comes to purchasing leather products.

THE GEN-Z & LEATHER

38%

of 18 to 24-year-olds never purchase leather goods because of their price and their opposition to animal-derived materials (compared with an average of 25% across all age groups)

1 YOUNG PEOPLE
/4

prefer **second-hand** products when purchasing leather goods

Our analysis

Gen-Z represents a distinct consumer profile, characterized by strong ethical expectations, a pronounced need for education and transparency, and a more distant yet more qualitative relationship with leather.

THE FUTURE OF LEATHER

57%

of French people believe that leather has a **bright future**

82%

consider leather to be a material that fosters a stronger attachment to an item²

« It is essential to address consumers' concerns through greater education and transparency. This is the key to strengthening confidence in a material that still has a bright future ahead. Leather is supported by growing interest in repair services, the second-hand market, and the strong emotional attachment consumers have to it. »



Marc Brunel,
Directeur Général de l'Alliance
France Cuir

² Source : Étude de l'Observatoire Économique de l'Alliance France Cuir
Etude Usages Cuir.