

COUNTRY FACT SHEETS



AUSTRIA • BELGIUM • BULGARIA • CZECH REPUBLIC • DENMARK • FRANCE • GERMANY • HUNGARY • ITALY
NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SPAIN • SWEDEN • UNITED KINGDOM



The circular economy is a phenomenon that the Germans understand well. They are more likely than the average European to perceive it as being well developed in their country. One key reason is that young Germans are far more likely to report that they regularly buy and sell second-hand goods than people in neighbouring countries. As in other European countries, the majority of Germans cite the financial gains to be made through these practices and believe that, in the future, the circular economy will be driven mainly by new specialist players.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



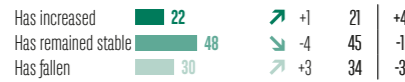
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year



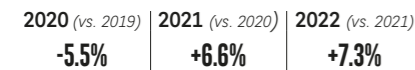
Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %) 17 countries, in 1 year



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

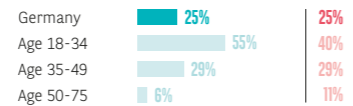
% of people who believe it is well developed



Stated involvement in the second-hand market

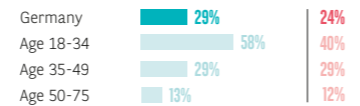
Regular purchasing of used products

(% At least once a month)



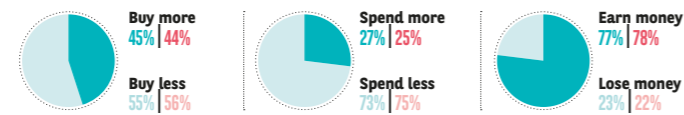
Regular selling of used products

(% At least once a month)

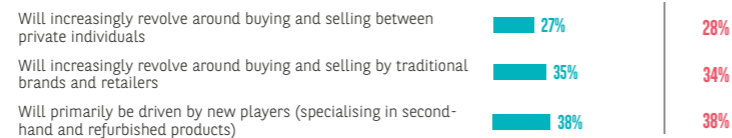


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



The circular economy is clearly identified by 1 in 5 Austrians but seems to be less developed in their country than in neighbouring Germany, for example. It is not surprising, therefore, that Austrians report a lower frequency of second-hand purchases than the average European. This is even truer in the youngest age group, who differ in this respect from other Europeans aged 18-34. Although they avoid buying second-hand goods, Austrians seem keener than their neighbours on giving their possessions a second life by selling them on.

Le BAROMÈTRE OBSERVATOIRE Cetelem

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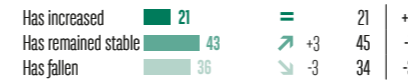
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Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

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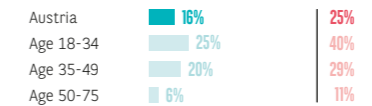
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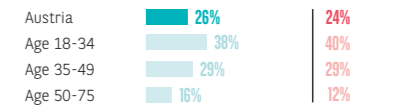
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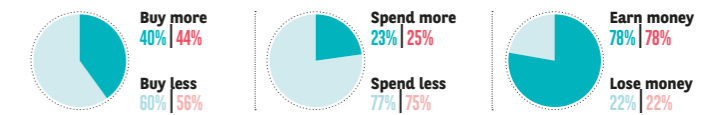
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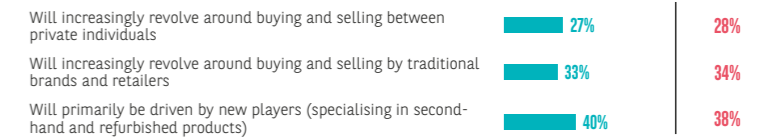


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



Belgium

Like in neighbouring France, consumers in Belgium believe that the circular economy is well established and well developed in their country. Thus, the tendency of Belgians to buy and sell second-hand products is close to the European average, with young people blazing a trail in this area. One consequence is that 3 in 4 Belgians see it as a way of earning money. The majority of respondents believe that in the future this market will rely mainly on new players, with a score fairly similar to the average measured across the continent.

Le BAROMÈTRE OBSERVATOIRE Cetelem

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How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



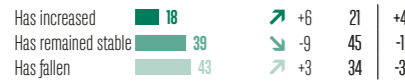
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Perception of purchasing power (2022)

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Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

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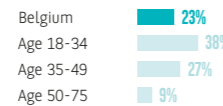
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Stated involvement in the second-hand market

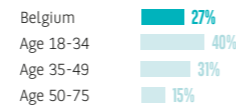
Regular purchasing of used products

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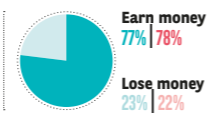
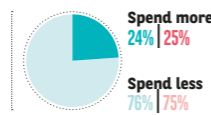
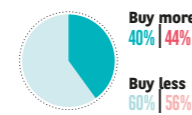
Regular selling of used products

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The circular economy's impact on consumption

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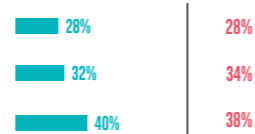


The future of the circular economy...

Will increasingly revolve around buying and selling between private individuals

Will increasingly revolve around buying and selling by traditional brands and retailers

Will primarily be driven by new players (specialising in second-hand and refurbished products)



Bulgaria

Bulgaria sits in clear contrast to the rest of Europe. This is a country in which the circular economy is still underdeveloped and where only a small minority of inhabitants have a clear understanding of the concept. The selling of second-hand goods has only been embraced by a small section of the population. However, the Bulgarians state that they buy as many, if not more second-hand goods than the average European. They are also more likely than other populations to feel that this prompts them to consume more. They believe that brands understand this dynamic very well and that it is they who will spearhead the circular economy in the future.

Le BAROMÈTRE OBSERVATOIRE Cetelem

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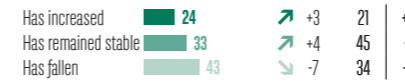
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Perception of purchasing power (2022)

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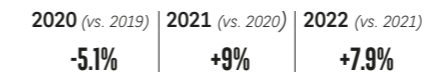
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Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

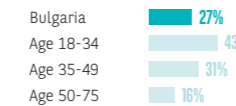
% of people who believe it is well developed



Stated involvement in the second-hand market

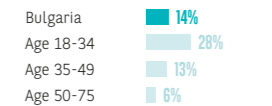
Regular purchasing of used products

(% At least once a month)



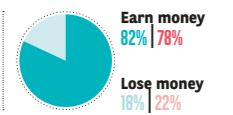
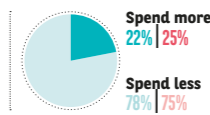
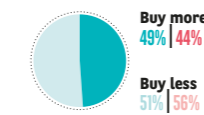
Regular selling of used products

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The circular economy's impact on consumption

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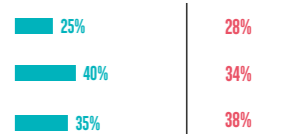


The future of the circular economy...

Will increasingly revolve around buying and selling between private individuals

Will increasingly revolve around buying and selling by traditional brands and retailers

Will primarily be driven by new players (specialising in second-hand and refurbished products)



Denmark

Denmark is something of a trendsetter when it comes to the circular economy: more than half the population believe it is well developed in the country. When asked about their own practices, the Danes confirm this finding: they are more likely than their neighbours to have embraced the buying and selling of second-hand products. To a greater extent than other Europeans, the Danes believe that the development of the circular economy leads them to buy less but spend more and, ultimately, to lose money. They are of the view that this economy will be driven less by trade between individuals and more by its institutionalisation by businesses.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

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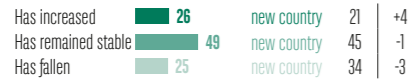
Perception of personal circumstances (2022)

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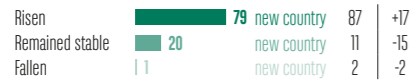
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Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



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The circular economy

Awareness of the circular economy

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Perception of the circular economy's level of development

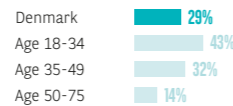
% of people who believe it is well developed



Stated involvement in the second-hand market

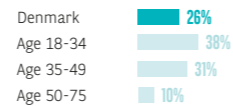
Regular purchasing of used products

(% At least once a month)



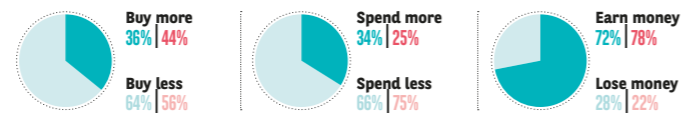
Regular selling of used products

(% At least once a month)

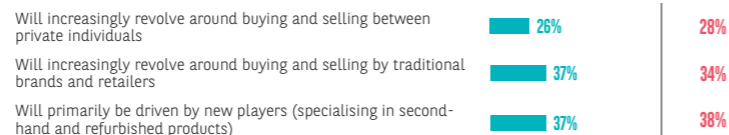


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



Spain

Like neighbouring Portugal, Spain appears to be one of the countries in which the circular economy is not widely developed. However, there is a greater than average understanding of the concept in the country. In practice, though, the Spanish appear not to be particularly interested in this form of consumption. Young people in Spain are no exception, because while they are keener than their elders, they lag far behind other young Europeans when it comes to these practices.

Le BAROMÈTRE OBSERVATOIRE Cetelem

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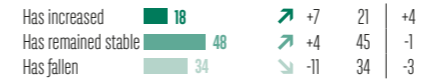
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Economic climate

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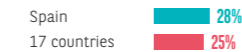


Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

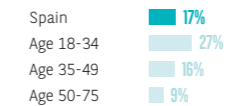
% of people who believe it is well developed



Stated involvement in the second-hand market

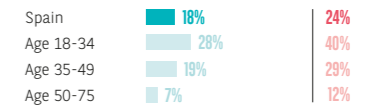
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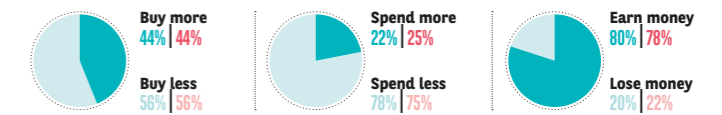
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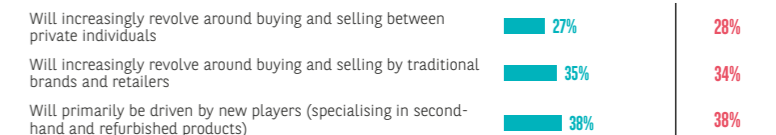


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...





France is a country where awareness of the circular economy is relatively high. The perception that it is well developed is greater than average and the French are also more likely to say they have embraced both the buying and selling of used products. This second-hand market appeals not only to younger people, but also to those aged 35-49. Consequently, the French are more likely than average to see it as a way of earning money. And while the market is expected to be led by businesses in the future, more than a third of the population believe that trade between private individuals will play an important role.

Le BAROMÈTRE OBSERVATOIRE Cetelem

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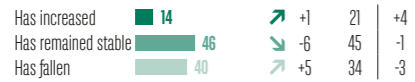
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Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

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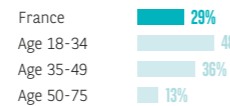
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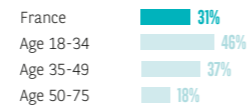
Regular purchasing of used products

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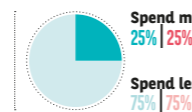
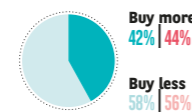
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The future of the circular economy...

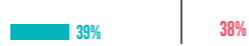
Will increasingly revolve around buying and selling between private individuals



Will increasingly revolve around buying and selling by traditional brands and retailers



Will primarily be driven by new players (specialising in second-hand and refurbished products)



The results obtained in Hungary are typical of the trends observed across the block of Eastern European countries: people's understanding of the circular economy and its level of development are both limited. The lack of enthusiasts among the younger population is more striking than among their elders. While it is true that young people are more likely than their parents or grandparents to have embraced the buying and selling of second-hand goods, their consumption levels remain much lower than those measured for other young people on the continent. As for the future, the Hungarians are less confident that new players will enter the market than in the development of offerings by traditional brands and retailers.

Le BAROMÈTRE OBSERVATOIRE Cetelem

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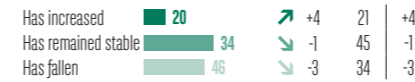
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Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

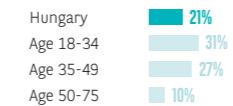
% of people who believe it is well developed



Stated involvement in the second-hand market

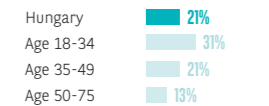
Regular purchasing of used products

(% At least once a month)



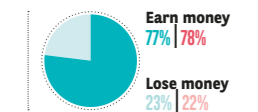
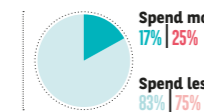
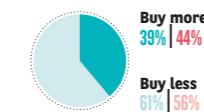
Regular selling of used products

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The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...

Will increasingly revolve around buying and selling between private individuals



Will increasingly revolve around buying and selling by traditional brands and retailers



Will primarily be driven by new players (specialising in second-hand and refurbished products)





While more than a third of Italians claim to know exactly what the circular economy is, they are less likely than their neighbours to state that the sector is well developed in their country. As a result, the proportion of individuals who report that they buy and sell second-hand products is lower than the European average, even in the 18-34 age group. Where the Italians stand out is in their perception that the development of the circular economy allows them to buy more, but also to make money. It is with these points in mind that they expect to see new players specialising in the circular economy becoming its main driving force in the coming years.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



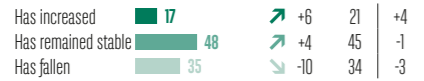
Perception of personal circumstances (2022)

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Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

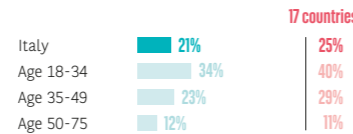
% of people who believe it is well developed



Stated involvement in the second-hand market

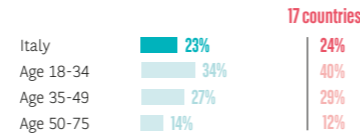
Regular purchasing of used products

(% At least once a month)



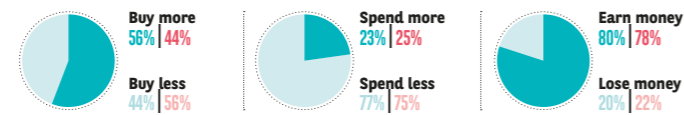
Regular selling of used products

(% At least once a month)

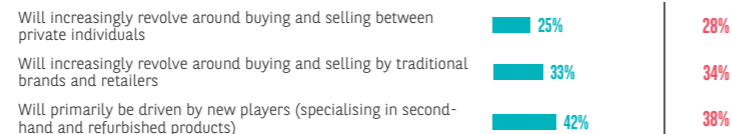


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



Norway is a country whose inhabitants have a good knowledge of the circular economy and believe that it is well developed in their country. Although they report levels of second-hand buying and selling that are close to the European averages, it should be noted that Norwegians associate the development of the circular economy with a less consumerist mindset than elsewhere. As in other Scandinavian countries, the majority of Norwegians believe that the development of the circular economy in the future will be spearheaded mainly by new specialist players.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



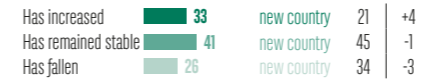
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



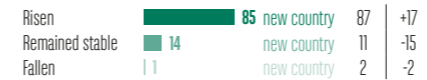
Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

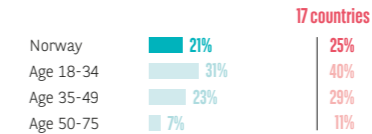
% of people who believe it is well developed



Stated involvement in the second-hand market

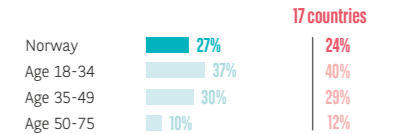
Regular purchasing of used products

(% At least once a month)



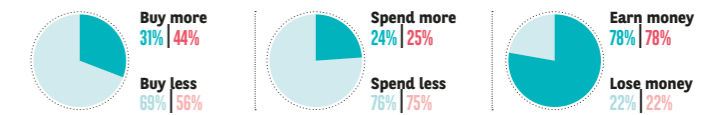
Regular selling of used products

(% At least once a month)

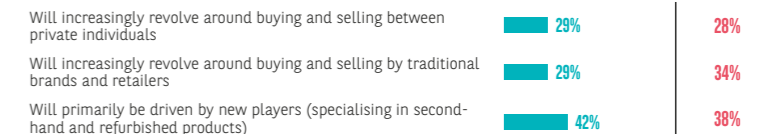


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...





The attitude of the Poles towards the circular economy reflects a certain disconnect between the concept and its associated practices. Thus, while only a small minority claim to know what the term circular economy refers to, many more have actually adopted its practices, whether it be buying second-hand or selling used products. Here, the underlying belief is that these new practices encourage people both to buy more and to spend more. And the view is that this will be to the advantage of brands and retailers, who will seize hold of this market in the future.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



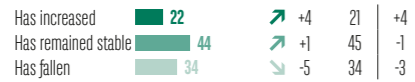
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

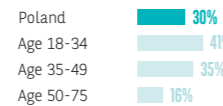
% of people who believe it is well developed



Stated involvement in the second-hand market

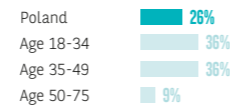
Regular purchasing of used products

(% At least once a month)



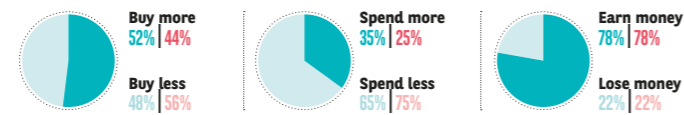
Regular selling of used products

(% At least once a month)

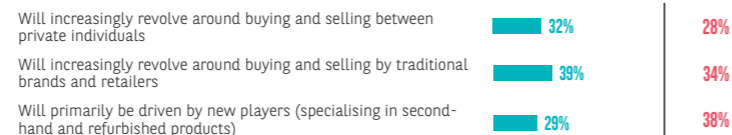


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



Portugal is a country that is yet to be conquered by the circular economy. It is less well understood and less developed here than in other countries, while also being less driven by second-hand buying and selling. One explanation for Portugal's indifference to the circular economy may be the fact that the Portuguese associate the concept with financial prudence, which is reflected in their belief that this system leads them primarily to buy and spend less. In the future, however, the Portuguese expect these practices to develop chiefly through the emergence of new players who will energise the sector.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



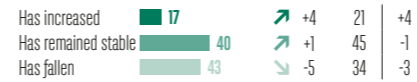
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

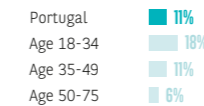
% of people who believe it is well developed



Stated involvement in the second-hand market

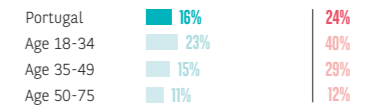
Regular purchasing of used products

(% At least once a month)



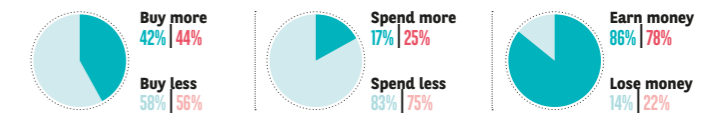
Regular selling of used products

(% At least once a month)

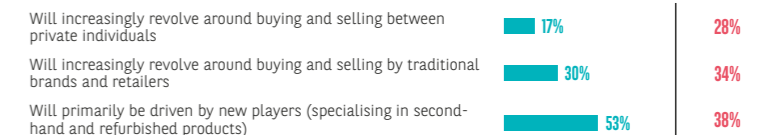


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



Czech Republic

Like its Eastern European neighbours, the Czech Republic appears to be a country in which the circular economy is still struggling to take root. Young and old alike have only partially embraced the buying and selling of second-hand products (although the former have tried a little harder to do so than the latter). More than other Europeans, the Czechs are still very much of the opinion that the circular economy is a way to buy less and spend less. Thus, in order to flourish, the Czech circular economy will perhaps require new players to enter the market.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



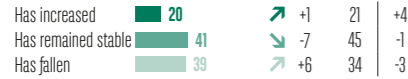
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

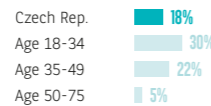
% of people who believe it is well developed



Stated involvement in the second-hand market

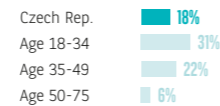
Regular purchasing of used products

(% At least once a month)



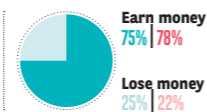
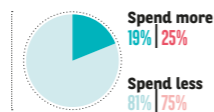
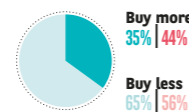
Regular selling of used products

(% At least once a month)



The circular economy's impact on consumption

As circular economic practices develop, do you feel that you...?

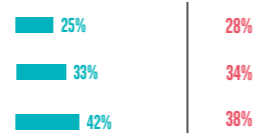


The future of the circular economy...

Will increasingly revolve around buying and selling between private individuals

Will increasingly revolve around buying and selling by traditional brands and retailers

Will primarily be driven by new players (specialising in second-hand and refurbished products)



Romania

Romania is one of several Eastern European countries in which the circular economy is poorly understood as a concept but where its practices are present nonetheless. For instance, the purchase of second-hand goods is actually more widespread in Romania than in the rest of Europe, not least because it is a way of buying more while keeping to a tight budget. However, selling used goods is much less popular, especially among those aged over 35.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



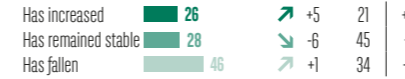
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

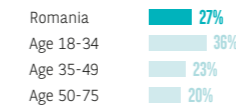
% of people who believe it is well developed



Stated involvement in the second-hand market

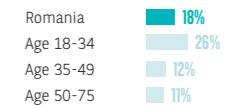
Regular purchasing of used products

(% At least once a month)



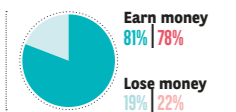
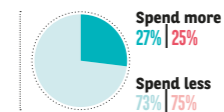
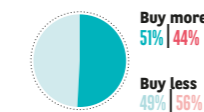
Regular selling of used products

(% At least once a month)



The circular economy's impact on consumption

As circular economic practices develop, do you feel that you...?



The future of the circular economy...

Will increasingly revolve around buying and selling between private individuals

Will increasingly revolve around buying and selling by traditional brands and retailers

Will primarily be driven by new players (specialising in second-hand and refurbished products)



United Kingdom

The United Kingdom is a Northern European country with a more limited understanding of the circular economy than its continental counterparts, but its development there appears to be more advanced. Its practices are strongly embraced by Britons under the age of 50, suggesting that the UK is fertile ground for the system's development. This is expected to take place chiefly through traditional brands and retailers.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



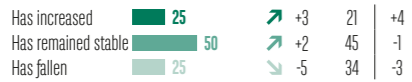
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita



Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

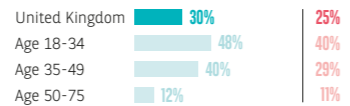
% of people who believe it is well developed



Stated involvement in the second-hand market

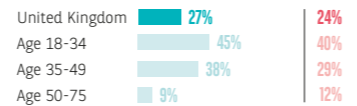
Regular purchasing of used products

(% At least once a month)



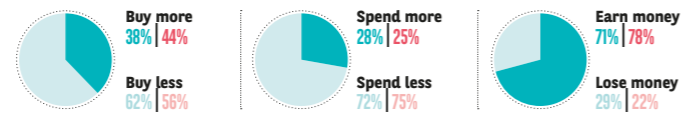
Regular selling of used products

(% At least once a month)

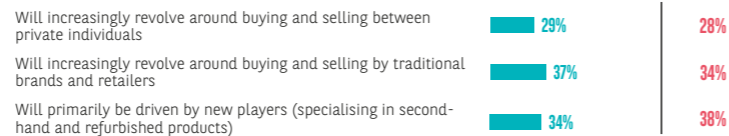


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...



Slovakia

Slovakia is an exception to the rule in Europe and even among Eastern European countries. The circular economy is both less well understood and less developed there. This peculiarity is reflected in the appetite of Slovaks for buying and selling second-hand goods, which is much smaller than elsewhere in Europe. Although the idea that the circular economy causes people to lose money is a minority view, it is worth noting that it is much more widespread in Slovakia than on the rest of the continent.

Le BAROMÈTRE OBSERVATOIRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



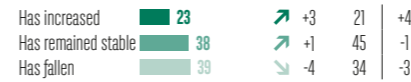
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %)



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %)



Economic climate

Change in GDP per capita

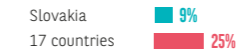


Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

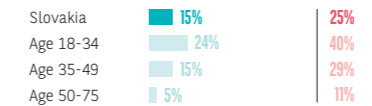
% of people who believe it is well developed



Stated involvement in the second-hand market

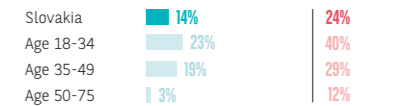
Regular purchasing of used products

(% At least once a month)



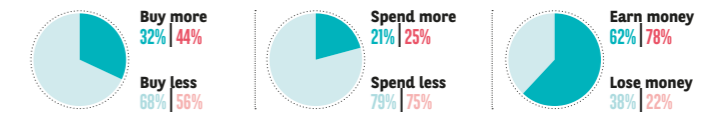
Regular selling of used products

(% At least once a month)

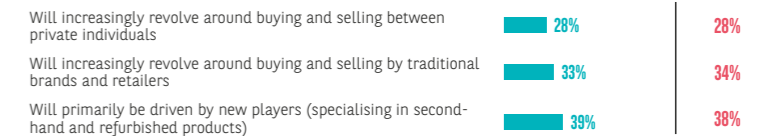


The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...





Sweden

Sweden, like its Nordic neighbours, seems to be a country in which the circular economy is particularly well developed, yet the behaviours reported when it comes to buying and selling second-hand products are close to the European averages. However, young Swedes, like young Europeans as a whole, are far more likely than their elders to have adopted these practices, which are seen as allowing for more virtuous consumption (less buying and spending, but more money earned). In the future, the Swedes believe this market will offer excellent opportunities to new players that have yet to emerge.



Le BAROMÈTRE Cetelem

Perception of the situation in the country (2022)

How would you currently describe the general situation in your country on a scale of 1 to 10? In 1 year



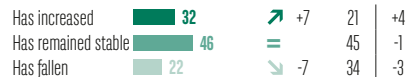
Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year



Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year



Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...? (In %) 17 countries, in 1 year



Economic climate

Change in GDP per capita



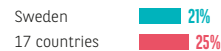
Source: IMF (October 2021 forecasts).

The circular economy

Sweden
17 countries

Awareness of the circular economy

% of people who understand exactly what it is



Perception of the circular economy's level of development

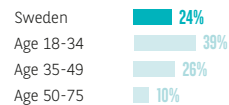
% of people who believe it is well developed



Stated involvement in the second-hand market

Regular purchasing of used products

(% At least once a month)

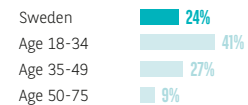


17 countries

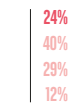


Regular selling of used products

(% At least once a month)

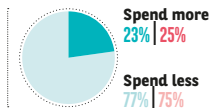
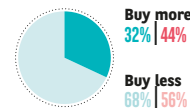


17 countries



The circular economy's impact on consumption

As circular economic practices develop, do you feel that you... ?



The future of the circular economy...

17 countries

Will increasingly revolve around buying and selling between private individuals



Will increasingly revolve around buying and selling by traditional brands and retailers



Will primarily be driven by new players (specialising in second-hand and refurbished products)

