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.



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? Germany **7** +0.1 **7** +0.7 17 countries

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.2 Germany **7** +0.5 17 countries

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +l 21 +4 Has increased 45 Has remained stable 48 **→** -4 34 -3 **7** +3

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year 87 +17 Risen -15 Remained stable **>** −22 11 Fallen **≥** -5 2 | -2

Economic climate

Change in GDP per capita

2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)
-5.5%	+6.6%	+7.3%

Source: IMF (October 2021 forecasts).

The circular economy



Awareness of the circular economy

% of people who understand exactly what it is

Germany	29
17 countries	25%

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)

Germany	25%	
Age 18-34		55%
Age 35-49	29%	
Age 50-75	6%	

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...?



hand and refurbished products)





The future of the circular economy... 17 countries Will increasingly revolve around buying and selling between 28% private individuals Will increasingly revolve around buying and selling by traditional Will primarily be driven by new players (specialising in second-38%

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.



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? = 17 countries **7** +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.1 17 countries 7 +05

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year Has increased = 21 +4 7 +3 Has remained stable 43 45 **≥** -3 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year 87 +17 -15 Remained stable **>** -17 **≥** -2 2 -2

Economic climate

Change in GDP per capita

2020 (vs. 2019) | 2021 (vs. 2020) | 2022 (vs. 2021) +6.8%

Source: IMF (October 2021 forecasts).

The circular economy

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 Regular selling of used products (% At least once a month) (% At least once a month) 17 countries 17 countries Austria 25% Austria 24% Age 18-34 Age 18-34 40% 40% 29% 29% Age 35-49 Age 35-49 12% Age 50-75 Age 50-75

The circular economy's impact on consumption

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









private individuals Will increasingly revolve around buying and selling by traditional

Will primarily be driven by new players (specialising in secondhand and refurbished products)





17 countries

83

17 countries



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.



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? Belgium **7** +0.5 **7** +0.7 17 countries

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.2 Belgium **7** +0.5 17 countries

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +6 21 +4 Has increased 45 **9** -9 **≠** +3 34 -3

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year Risen 87 +17 -15 Remained stable 10 **>** -7 11 2 -2

Economic climate

Change in GDP per capita

-2.5%	+9.3%	+5.6%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is

Belgium	22%
17 countries	25%

Perception of the circular economy's level of development

% of people who believe it is well developed

Belgium	38%
17 countries	36%

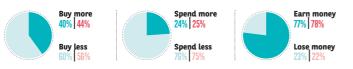
Stated involvement in the second-hand market

Regular selling of used products Regular purchasing of used products (% At least once a month) (% At least once a month)

17 countries				17 countr	
Belgium	23%	25%	Belgium	27%	24%
Age 18-34	38%	40%	Age 18-34	40%	40%
Age 35-49	27%	29%	Age 35-49	31%	29%
Age 50-75	9%	11%	Age 50-75	15%	12%

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 28% private individuals Will increasingly revolve around buying and selling by traditional 34% Will primarily be driven by new players (specialising in second-38% hand and refurbished products)



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.



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? Bulgaria **7** +0.2 17 countries **≠** +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.4 7 +05

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +3 21 +4 Has increased 7 +4 Has remained stable 33 45 **>** -7 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year 87 +17 -15 Remained stable | 3 **>** -5 7 -2 -2

Economic climate

Change in GDP per capita

2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)
-5.1%	+9%	+7.9%

Source: IMF (October 2021 forecasts).

The circular economy

Perception of the circular economy's level of development

% of people who understand exactly what it is

Bulgaria 17 countries

Awareness of the circular

economy

% of people who believe it is well developed

Bulgaria 17 countries



Stated involvement in the second-hand market

Regular purchasing of used products Regular selling of used products (% At least once a month) (% At least once a month) 17 countries 17 countries 25% Bulgaria 24% Bulgaria 14% Age 18-34 Age 18-34 40% 40% 29% 29% Age 35-49 Age 35-49 16% 11% 6% 12% Age 50-75 Age 50-75

The circular economy's impact on consumption

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







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.



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? Denmark new country 17 countries **7** +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year Denmark new country 17 countries **7** +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year Has increased new country 21 +4 new country 45

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year Risen **79** new country 87 | +17 Remained stable 20 new country 11 new country 2 -2

Economic climate

Change in GDP per capita

-1.2%	+7.2%	+5.5%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is

Denmark 17 countries

Perception of the circular economy's level of development

% of people who believe it is well developed

Denmark 17 countries

Regular selling of used products

Stated involvement in the second-hand market

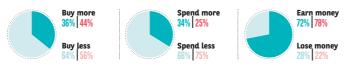
Regular purchasing of used products

(% At least once a month) (% At least once a month)

((
		17 countries			17 countri
Denmark	29%	25%	Denmark	26%	24%
Age 18-34	43%	40%	Age 18-34	38%	40%
Age 35-49	32%	29%	Age 35-49	31%	29%
Age 50-75	14%	11%	Age 50-75	10%	12%

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)

28% 34% 38%

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

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? 7 +]] **7** +0.7

Perception of personal circumstances (2022)

17 countries

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.7 **7** +05

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year Has increased **7** +7 21 +4 7 +4 Has remained stable 48 45 **7** -]] 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year -15 Remained stable 12 **>** -12 **≥** -4 2 -2

Economic climate

Change in GDP per capita

2020 (vs. 2019) | 2021 (vs. 2020) | 2022 (vs. 2021) +8.8%

Source: IMF (October 2021 forecasts).

The circular economy

Awareness of the circular economy

% of people who understand exactly what it is

Spain 17 countries

Perception of the circular economy's level of development

% of people who believe it is well developed

Spain 17 countries

Regular selling of used products

Stated involvement in the second-hand market

Regular purchasing of used products

(% At least once a month) (% At least once a month)

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		17 countries			17 countri
pain	17%	25%	Spain	18%	24%
ge 18-34	27%	40%	Age 18-34	28%	40%
ge 35-49	16%	29%	Age 35-49	19%	29%
ge 50-75	9%	11%	Age 50-75	7%	12%

The circular economy's impact on consumption

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







Will increasingly revolve around buying and selling by traditional

Will primarily be driven by new players (specialising in secondhand and refurbished products)





87

17 countries

Hungary



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.



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? France 7 +]] **7** +0.7 17 countries

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.4 France 17 countries **7** +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +1 21 +4 Has increased 45 **3** -6 7 +5 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year Risen 87 +17 -15 Remained stable **≥** -16 11 **≥** -2 2 -2

Economic climate

Change in GDP per capita

-3.5%	+9.8%	+6.5%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy



Awareness of the circular economy

% of people who understand exactly what it is

F	20
France	28
17 countries	25%

Perception of the circular economy's level of development

% of people who believe it is well developed

France	39%
17 countries	36%

Stated involvement in the second-hand market

Regular purchasing of used products

(% At least once a month)

ance	29%
18-34	48%
5-49	36%
-75	13%

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...?

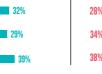




The future of the circular economy...

Will increasingly revolve around buying and selling between private individuals Will increasingly revolve around buying and selling by traditional

Will primarily be driven by new players (specialising in secondhand and refurbished products)



17 countries 28% 34% 38%

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.

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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? **7** +0.2 Hungary 17 countries **7** +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.4 7 +05

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year Has increased 7 +4 21 +4 Has remained stable 7 -45 **≥** -3 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year 87 +17 -15 Remained stable 4 **>** -2 =

Economic climate

Change in GDP per capita

2020 (vs. 2019) | 2021 (vs. 2020) | 2022 (vs. 2021) +8.0%

Source: IMF (October 2021 forecasts).

The circular economy

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

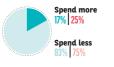
Regular purchasing of used products Regular selling of used products (% At least once a month) (% At least once a month)

17 countries 17 countries 25% 24% Hungary Hungary Age 18-34 Age 18-34 40% 40% 29% 29% Age 35-49 Age 35-49 11% 12% Age 50-75 Age 50-75

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)





17 countries



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.



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

Italy

5.5

+0.9

7 countries

5.4

+0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year Italy 6.2 7 +0.4
17 countries 6.2 7 +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power..?
(In %) 17 countries, in 1 year
Has increased 17 7 +6 21 +4
Has remained stable 48 7 +4 45 -1
Has fallen 35 1-10 34 -3

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally.
(In %) 17 countries, in 1 year
Risen 86 2 +21 87 +17
Remained stable 13 3 -19 11 -15
Fallen 1 3 -2 2 2 -2

Economic climate

Change in GDP per capita

-7.5%	+9.7%	+7.2%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

Italy
17 countries

Awareness of the circular economy

% of people who understand exactly what it is

Italy	369
17 countries	25%

Perception of the circular economy's level of development

% of people who believe it is well developed

Italy	29%
17 countries	36%

Stated involvement in the second-hand market

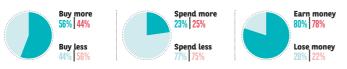
Regular purchasing of used products
(% At least once a month)

| Countries | Regular selling of used products
(% At least once a month)

		17 countries			17 countries
Italy	21%	25%	Italy	23%	24%
Age 18-34	34%	40%	Age 18-34	34%	40%
Age 35-49	23%	29%	Age 35-49	27%	29%
Age 50-75	12%	11%	Age 50-75	14%	12%

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 secondhand and refurbished products) 38%

H Norway

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.

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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

Norway 7.1 new country 17 countries 5.4 7 +0.7

Perception of personal circumstances (2022)

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

Norway

6.6 new country 17 countries

6.2 7 +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power.?
(In %) 17 countries, in 1 year
Has increased 33 new country 21 +4
Has remained stable 41 new country 45 -1
Has fallen 26 new country 34 -3

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally.

(In %) 17 countries, in 1 year

Risen 85 new country 87 +17

Remained stable 14 new country 11 -15

Fallen 11 new country 2 -2

Economic climate

Change in GDP per capita

2020 (vs. 2019) | 2021 (vs. 2020) | 2022 (vs. 2021) -0.1% +6.1% +6.3%

Source: IMF (October 2021 forecasts).

The circular economy

Norway 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 Regular selling of used products (% At least once a month) (% At least once a month) 17 countries 17 countries 25% 24% Norway Norway Age 18-34 40% Age 18-34 40% 29% 29% Age 35-49 Age 35-49 11% 12% Age 50-75 Age 50-75

The circular economy's impact on consumption

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







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.



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? Poland **7** +0.2 **7** +0.7 17 countries

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.3 Poland 17 countries **7** +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +4 21 +4 Has increased 7 + 45 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year Risen 87 +17 -15 Remained stable 10 **4** -1 11 2 -2

Economic climate

Change in GDP per capita

-1.5%	+9.2%	+8.1%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy



Awareness of the circular economy

% of people who understand exactly what it is

Poland 17 countries

Perception of the circular economy's level of development

% of people who believe it is well developed

Poland 17 countries

Stated involvement in the second-hand market

Regular purchasing of used products (% At least once a month)

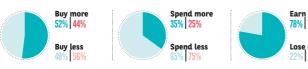
17 countries 25% Poland Age 18-34 40% 29% Age 35-49 11% Age 50-75

Regular selling of used products (% At least once a month)

17 countries Poland 24% Age 18-34 40% Age 35-49 29% 12% Age 50-75

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)

17 countries 28% 34% 38%

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 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? Portugal 7 +0.6 17 countries **7** +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.3 7 +05

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year Has increased 7 +4 21 +4 7 + Has remained stable 45 **≥** -5 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year 95 🖊 +20 -15 Remained stable 5 **≥** -18 **≥** -2 2 -2

Economic climate

Change in GDP per capita

2020 (vs. 2019) | 2021 (vs. 2020) | 2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

17 countries

Awareness of the circular economy

% of people who understand exactly what it is

Portugal 17 countries

Perception of the circular economy's level of development

% of people who believe it is well developed

Portugal 17 countries

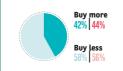
Stated involvement in the second-hand market

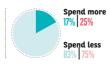
Regular purchasing of used products Regular selling of used products (% At least once a month) (% At least once a month)

17 countries 17 countries 25% Portugal 24% Portugal Age 18-34 Age 18-34 40% 40% 29% 29% Age 35-49 Age 35-49 11% 11% 12% Age 50-75 Age 50-75

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)



17 countries



93

12%



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.



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

Czech Rep. 4.6 ≥ -0.3

17 countries 5.4 → +0.7

Perception of personal circumstances (2022)

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

Czech Rep. 5.5 > -0.1

17 countries 6.2 -> +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power..?
(In %) 17 countries, in 1 year
Has increased 20 7 +1 21 +4
Has remained stable 41 3 -7 45 -1
Has fallen 39 7 +6 34 -3

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally.

(In %) 17 countries, in 1 year

Risen 95 7 +9 87 +17

Remained stable 4 3 -8 11 -15

Fallen 1 0 2 -2

Economic climate

Change in GDP per capita

-2.3%	+7.2%	+7.1%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

Czech Rep.
17 countries

Awareness of the circular economy

% of people who understand exactly what it is

Czech Rep. 11%
17 countries 25

Perception of the circular economy's level of development

% of people who believe it is well developed

Czech Rep. 23%
17 countries 36%

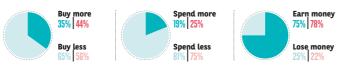
Stated involvement in the second-hand market

Regular purchasing of used products (% At least once a month) Regular selling of used products (% At least once a month)

((
		17 countries			17 countries
Czech Rep.	18%	25%	Czech Rep.	18%	24%
Age 18-34	30%	40%	Age 18-34	31%	40%
Age 35-49	22%	29%	Age 35-49	22%	29%
Age 50-75	5 %	11%	Age 50-75	6 %	12%

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) 38%

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.



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?

Romania

4.5

7 +0.3

17 countries

5.4

7 +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year Romania 5.8 7 ±0.3 17 countries 6.2 7 ±0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power.?
(In %) 17 countries, in 1 year
Has increased 26 7 +5 21 +4
Has remained stable 28 3 -6 45 -1
Has fallen 46 7 +1 34 -3

Perception of changes in prices (2022)

Economic climate

Change in GDP per capita

2020 (vs. 2019) | 2021 (vs. 2020) | 2022 (vs. 2021) -3,7% | +10,9% | +7,7%

Source: IMF (October 2021 forecasts).

The circular economy

Perception of the circular

% of people who understand exactly what it is

Romania 15% 17 countries 25%

Awareness of the circular

economy

Age 50-75

economy's level of development % of people who believe it is well developed

970/

Romania 27% 17 countries 36%

Stated involvement in the second-hand market

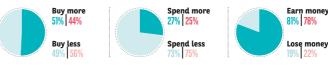
Regular purchasing of used products Regular selling of used products (% At least once a month) (% At least once a month) 17 countries 17 countries 25% Romania 24% Romania Age 18-34 Age 18-34 40% 40% 29% 29% Age 35-49 Age 35-49

Age 50-75

11%

The circular economy's impact on consumption

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





17 countrie

17 countries

24%

40%

29%

12%



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.



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? United Kingdom 7 +]] **7** +0.7 17 countries

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year 7 +0.9 United Kingdom 17 countries **7** +0.5

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +3 21 +4 Has increased 7 +2 45 Has remained stable 50 34 **≥** -5

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year Risen 87 +17 -15 Remained stable **>** -18 11 Fallen **≥** -3 2 -2

Economic climate

Change in GDP per capita

-9.8%	+10.3%	+7.3%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

17 countries

Awareness of the circular economy

% of people who understand exactly what it is

United Kingdom 19% 17 countries

Perception of the circular economy's level of development

% of people who believe it is well developed

United Kingdom 17 countries

Stated involvement in the second-hand market

17 countries

25%

40%

29%

Spend less

11%

Regular purchasing of used products

(% At least once a month)

United Kingdom 30% Age 18-34 Age 35-49 Age 50-75

Regular selling of used products (% At least once a month)

United Kingdom 27% 24% Age 18-34 40% Age 35-49 29% 12%

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)

28% 34% 38%

17 countries

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.



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? Slovakia **≥** -0.4 17 countries **7** +0.7

Perception of personal circumstances (2022)

How would you currently rate your personal circumstances on a scale of 1 to 10? In 1 year **7** +0.3 7 +05

Perception of purchasing power (2022)

Over the last 12 months, would you say that your purchasing power...? (In %) 17 countries, in 1 year **7** +3 21 +4 Has increased **7** + Has remained stable 38 45 **>** -4 34

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally. (In %) 17 countries, in 1 year 87 -15 Remained stable 5 **1**0-10 7 -2 | -2

Economic climate

Change in GDP per capita

2020 (vs. 2019) | **2021** (vs. 2020) | **2022** (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

Perception of the circular economy's level of development

% of people who understand exactly what it is

Slovakia 17 countries

Awareness of the circular

economy

% of people who believe it is well developed

Slovakia 17 countries

Stated involvement in the second-hand market

Regular purchasing of used products

(% At least once a month)

Slovakia Age 18-34 Age 35-49 Age 50-75 Regular selling of used products (% At least once a month)

17 countries 25% Slovakia 14% Age 18-34 40% 29% Age 35-49 11% Age 50-75

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)



34% 38%

97

17 countries

28%



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.



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?

Sweden

6.2

+0.7

17 countries

5.4

+0.7

Perception of personal circumstances (2022)

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

Sweden 6.7 7 +0.7

17 countries 6.2 7 +0.5

Perception of purchasing power (2022)

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

Has increased 32 7 +7 21 +4

Has remained stable 46 = 45 -1

Has fallen 22 > 7 34 -3

Perception of changes in prices (2022)

Over the last 12 months, would you say that prices have generally...

(In %) 17 countries, in 1 year

Risen 80 7 +23 87 +17

Remained stable 19 -21 11 -15

Fallen 1 0 -2 2 2 -2

Economic climate

Change in GDP per capita

-9 .1%	+5.4%	+5.2%
2020 (vs. 2019)	2021 (vs. 2020)	2022 (vs. 2021)

Source: IMF (October 2021 forecasts).

The circular economy

Sweden
17 countries

Awareness of the circular economy

% of people who understand exactly what it is

Sweden 21% 17 countries 25

Perception of the circular economy's level of development

% of people who believe it is well developed

Sweden 49% 17 countries 36%

Stated involvement in the second-hand market

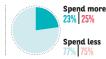
Regular purchasing of used products (% At least once a month) Regular selling of used products (% At least once a month)

	17 countries			17 countries		
Sweden	24%	25%	Sweden	24%	24%	
Age 18-34	39%	40%	Age 18-34	41%	40%	
Age 35-49	26%	29%	Age 35-49	27%	29%	
Age 50-75	10%	11%	Age 50-75	9%	12%	

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 $% \left(1\right) =\left(1\right) \left(1\right) \left$

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

Will primarily be driven by new players (specialising in secondhand and refurbished products)



17 countries