RÉPUBLIQUE FRANÇAISE

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PRESENTATION OF AN ONLINE AWARENESS CAMPAIGN AIMED AT YOUNG CONSUMERS (TEENAGERS) ON THE DANGERS AND IMPACT OF COUNTERFEIT PRODUCTS

inpi

FRENCH CONSUMERS AND COUNTERFEITING

Key figures

-40% of consumers have already purchased a counterfeit product. The most frequently purchased items are clothing (19%), perfumes (17%), leather goods (16%), and sporting goods (15%).
-Among 15-to-18-year-olds, 20% reported mainly buying counterfeit sporting goods.

- 34% of consumers in general and 36% of 15-to-18-year-olds state that they have already purchased a counterfeit product believing it to be authentic.

-Markets and street sales are still frequently associated with the sale of counterfeit products, but 40% of respondents believe that these products can also be purchased via social media.

-43% of 15-to-18-year-olds think counterfeit products are bought through social networks, and 23% report having purchased items this way themselves.
-48% of 15-to-18-year-olds believe there is no difference between authentic and counterfeit products.

-85% of young people state that they would like to be better informed about these issues at school.

objectives

CEIPI and INPI wish to create materials for young people in middle and high school to raise their awareness of intellectual property concepts

These resources aim to :

- reach young audiences with content that resonates with them
- serve as educational material for teachers
- be shared on social media to spark the curiosity of the target audience.
- to complement the content available on the INPI/CEIPI websites

Key issu : counterfeiting

Communication objectives :

- to explain what counterfeiting is ;
- to outline the risks of buying counterfeit products ;
- to raise awareness of the implications ;
- how counterfeiting reaches young people ;
- to provide information on how to avoid being scammed.

Key issu : counterfeiting

Launch: November 25, 2025 before Black Friday

A special digital issue with
social media coverage

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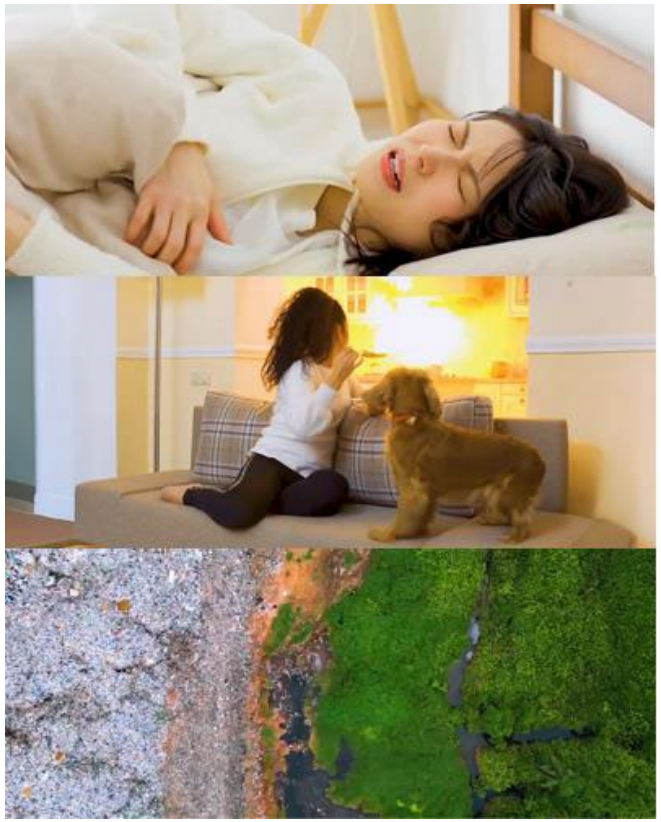
- https://magazines.phosphore.com/le-vrai-prix-du-faux

Other awareness raising activities

Counterfeitingis a no go !



Les faux produits
sont **dangereux**
et **illégaux**.

**La contrefaçon,
c'est NON !**

RÉPUBLIQUE FRANÇAISE | inpi | cnac Comité National Anti Contrefaçon | union des fabricants unifab

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Merci

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