



**union des
fabricants unifab**
POUR LA PROTECTION INTERNATIONALE DE LA PROPRIÉTÉ INTELLECTUELLE

Version française

Les jeunes et les Dupes

Juillet 2025

FG N° 121766

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Sommaire

01.	La méthodologie	3
02.	Les résultats de l'étude	5
03.	Les principaux enseignements	13



01

Méthodologie

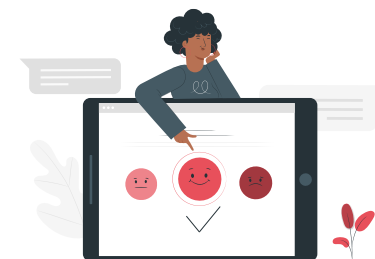
Méthodologie



L'enquête a été menée auprès d'un échantillon de **1000 personnes**, représentatif de la population française âgée de 18 à 34 ans.



La représentativité de l'échantillon a été assurée par la méthode des quotas (sexe, âge, profession de l'interview(é)) après stratification par région et catégorie d'agglomération.



Les interviews ont été réalisées par questionnaire auto-administré en ligne **du 3 au 8 juillet 2025**.

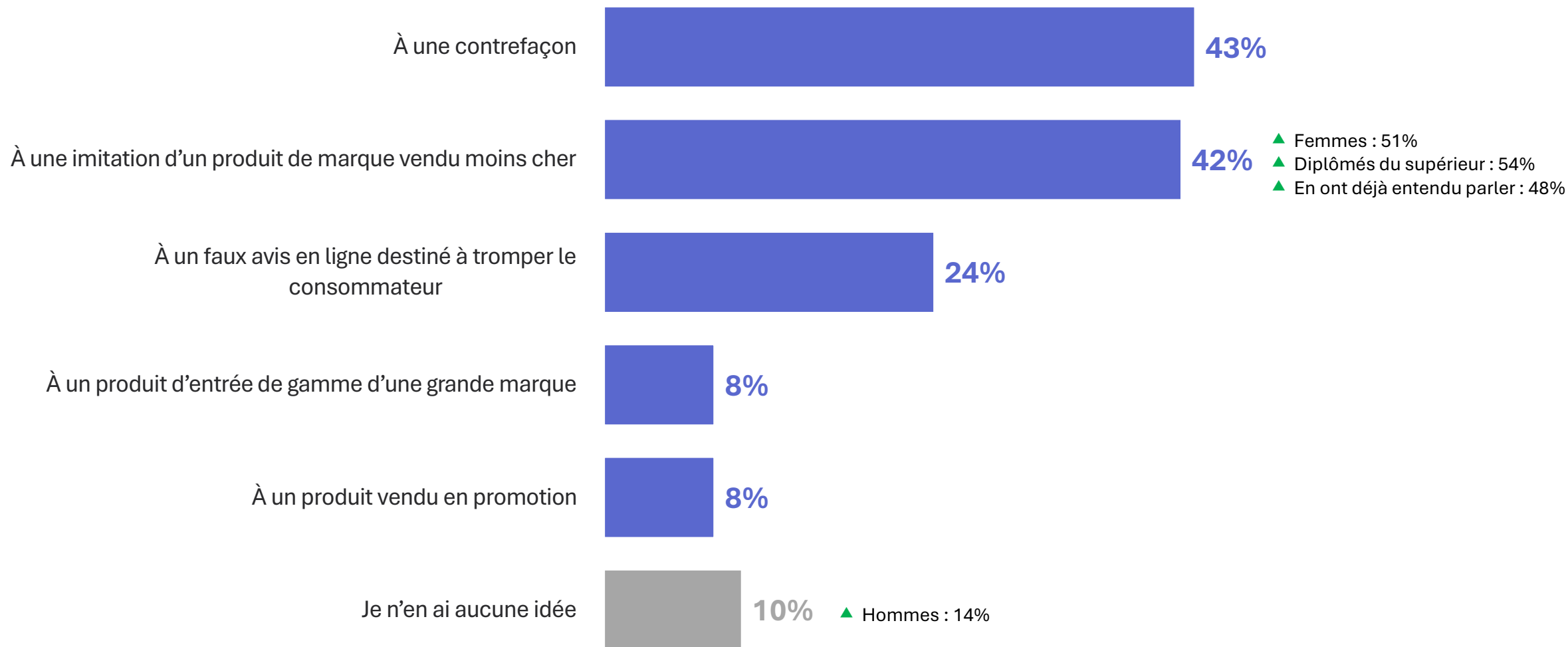


02

Les résultats de l'étude

Les représentations des Dupes

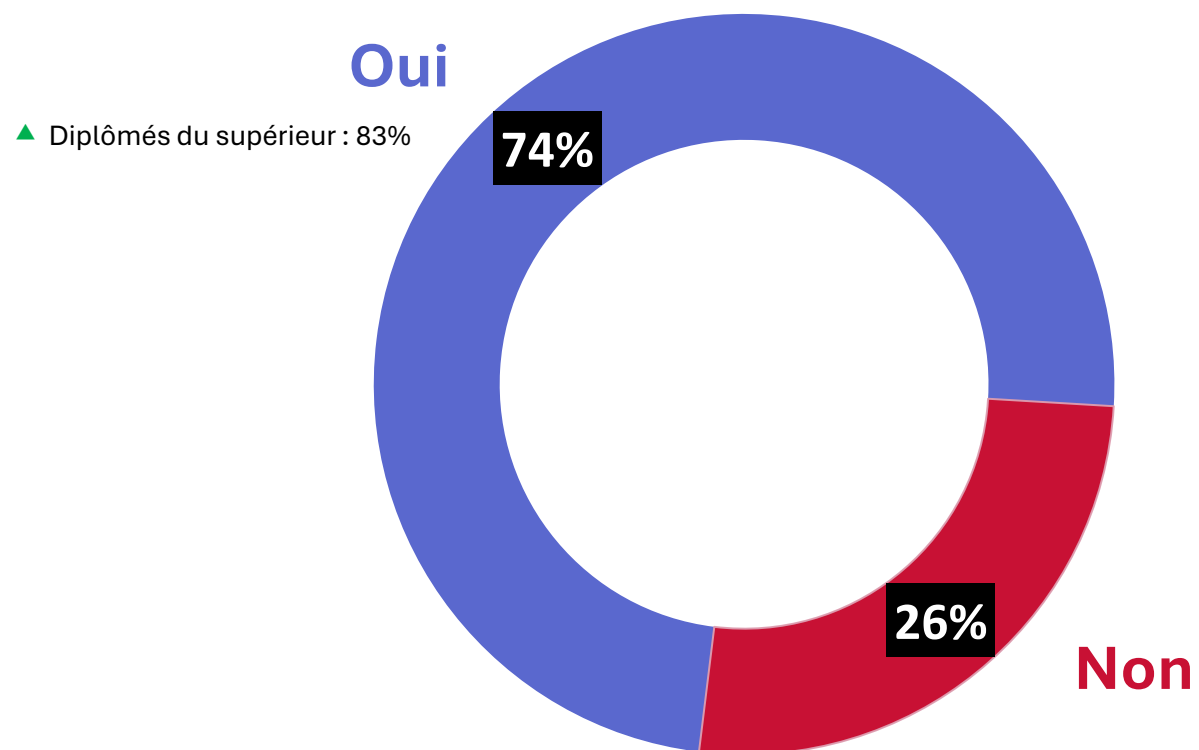
Question : Nous allons parler des « dupes ». D'après vous, parmi la liste suivante, à quoi est-ce que cela correspond ?



(*) Le total est supérieur à 100, les interviewés ayant pu donner plusieurs réponses

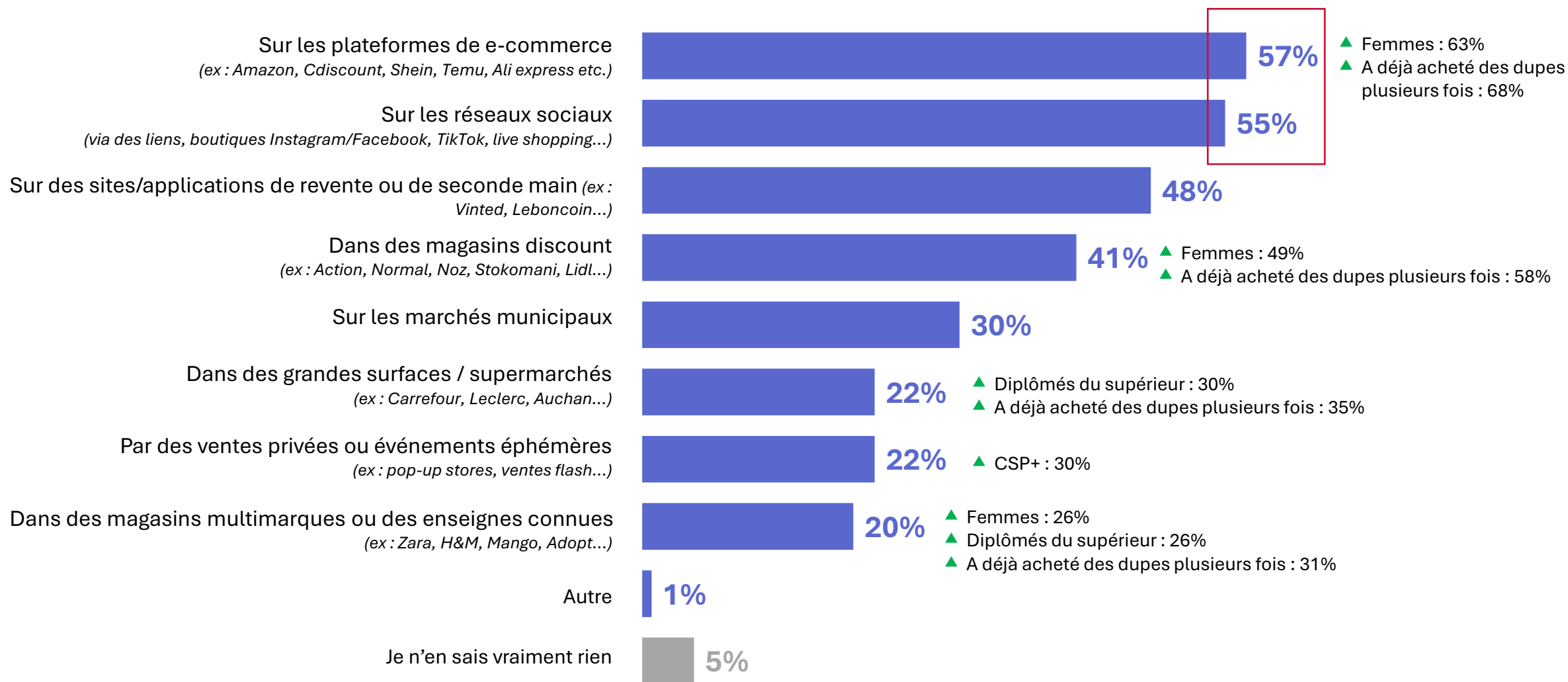
La notoriété des Dupes

Question : Ces « dupes » sont des produits qui imitent les produits des grandes marques. Il s'agit de produits imitant l'apparence et/ou les caractéristiques de produits reconnus de marque, sans forcément reproduire leur logo ou leur nom, et parfois moins chers. Vous personnellement, en avez-vous déjà entendu parler ?



Les lieux identifiés comme des lieux de vente de Dupes

Question : D'après vous, où peut-on se procurer un « dupe » ?

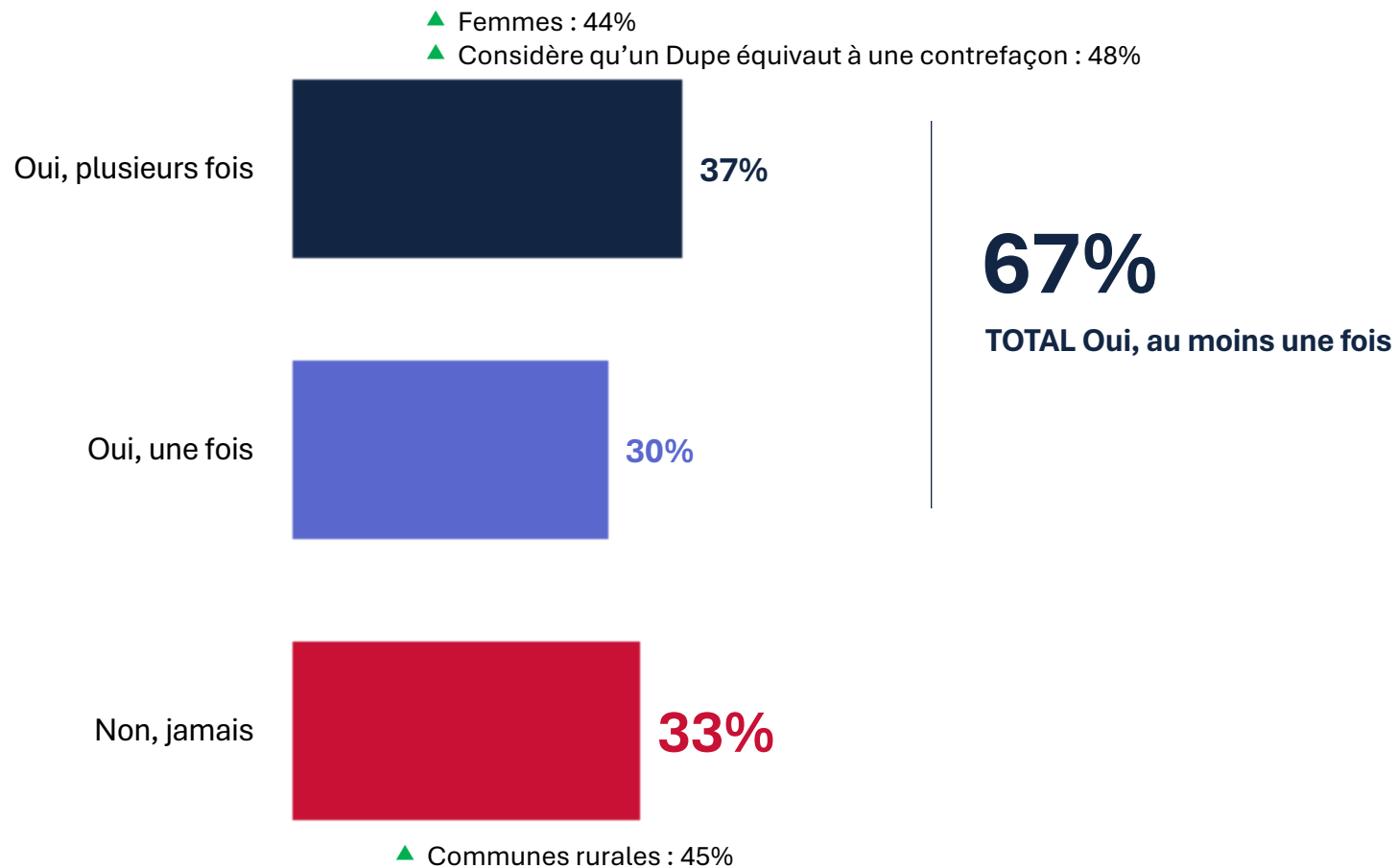


(*) Le total est supérieur à 100, les interviewés ayant pu donner plusieurs réponses

L'expérience d'achat d'un Dupe

Question : Et vous personnellement, vous est-il déjà arrivé d'acheter un « dupe » ?

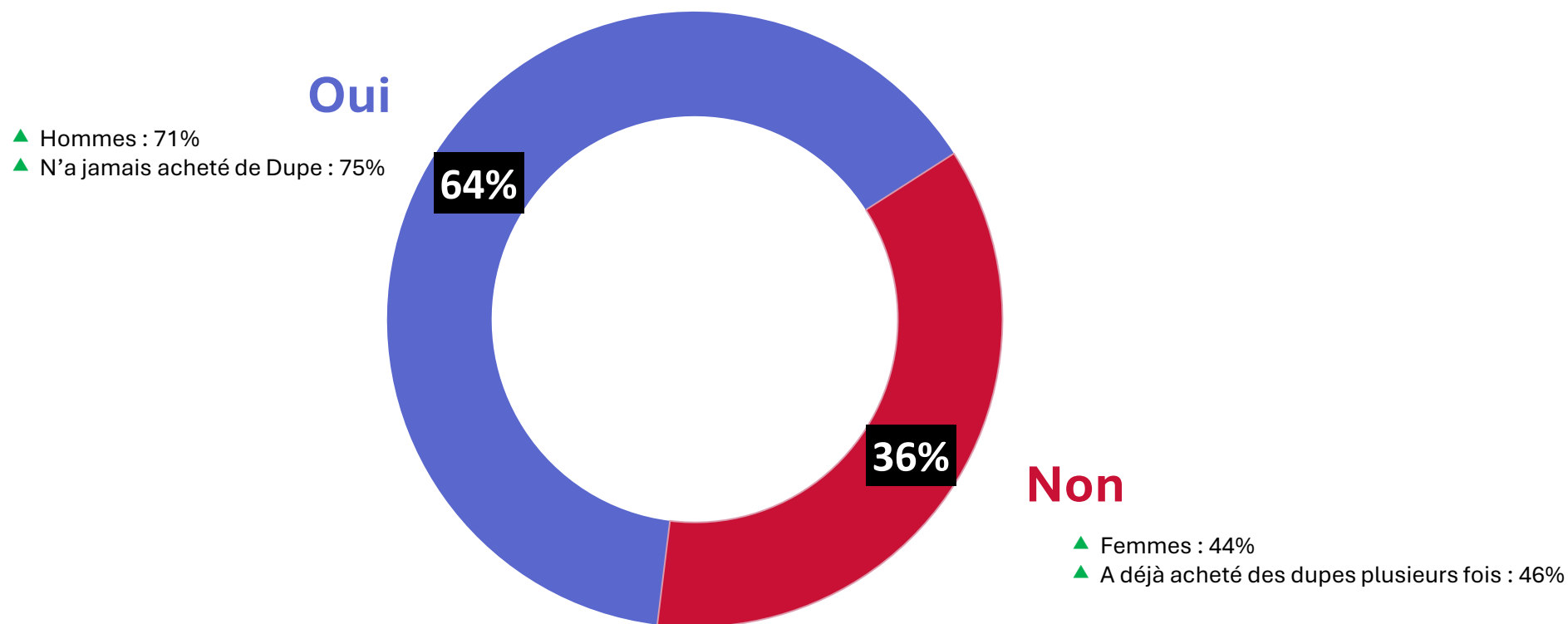
Base : A ceux qui ont entendu parler des « dupes », soit 74% de l'échantillon



Le lien entre Dupe et contrefaçon

Question : Selon vous, est-ce qu'acheter un « dupe » équivaut à acheter une contrefaçon ?

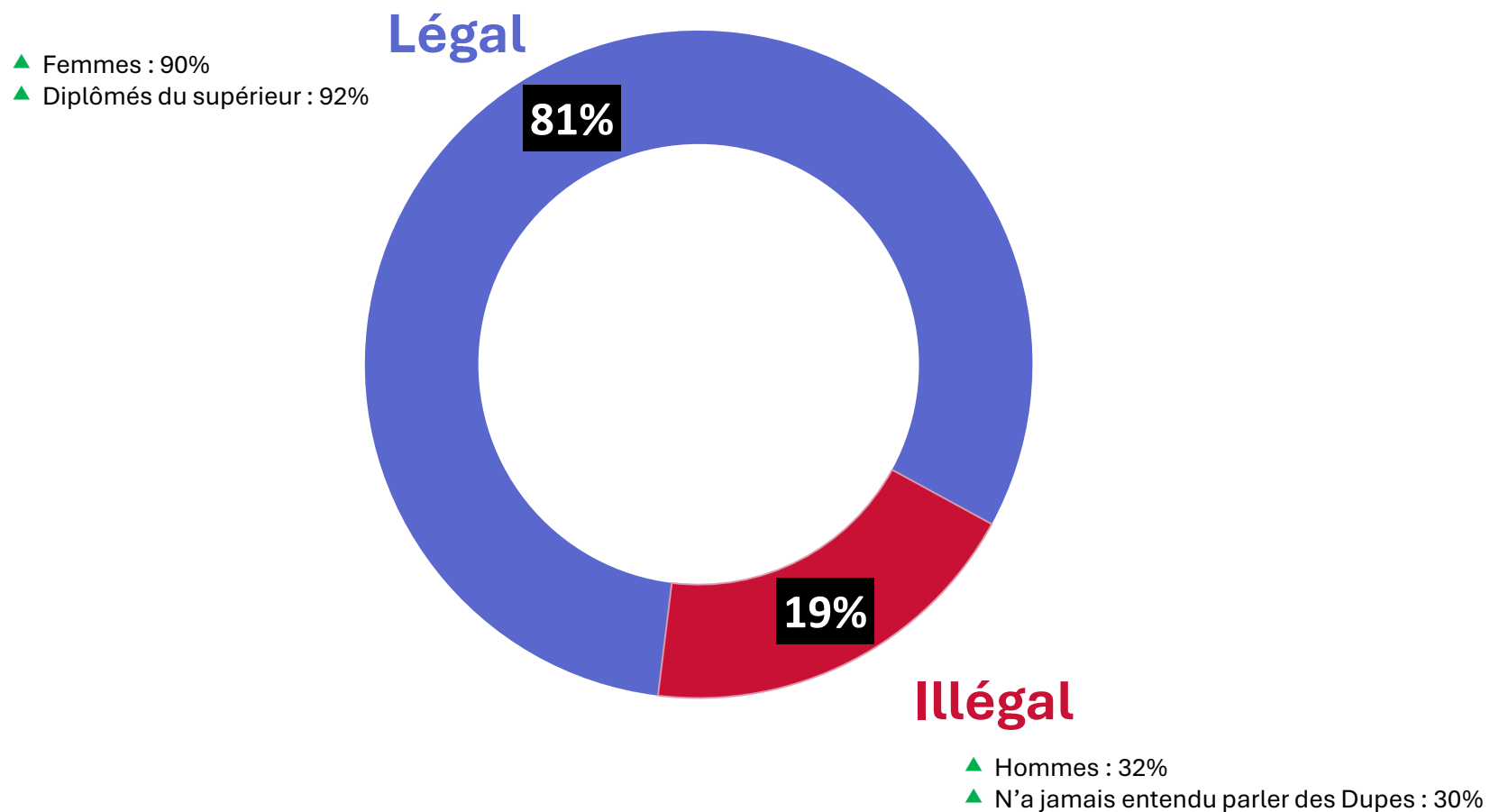
Base : A ceux qui ont entendu parler des « dupes », soit 74% de l'échantillon



La légalité imaginée de l'achat d'un Dupe

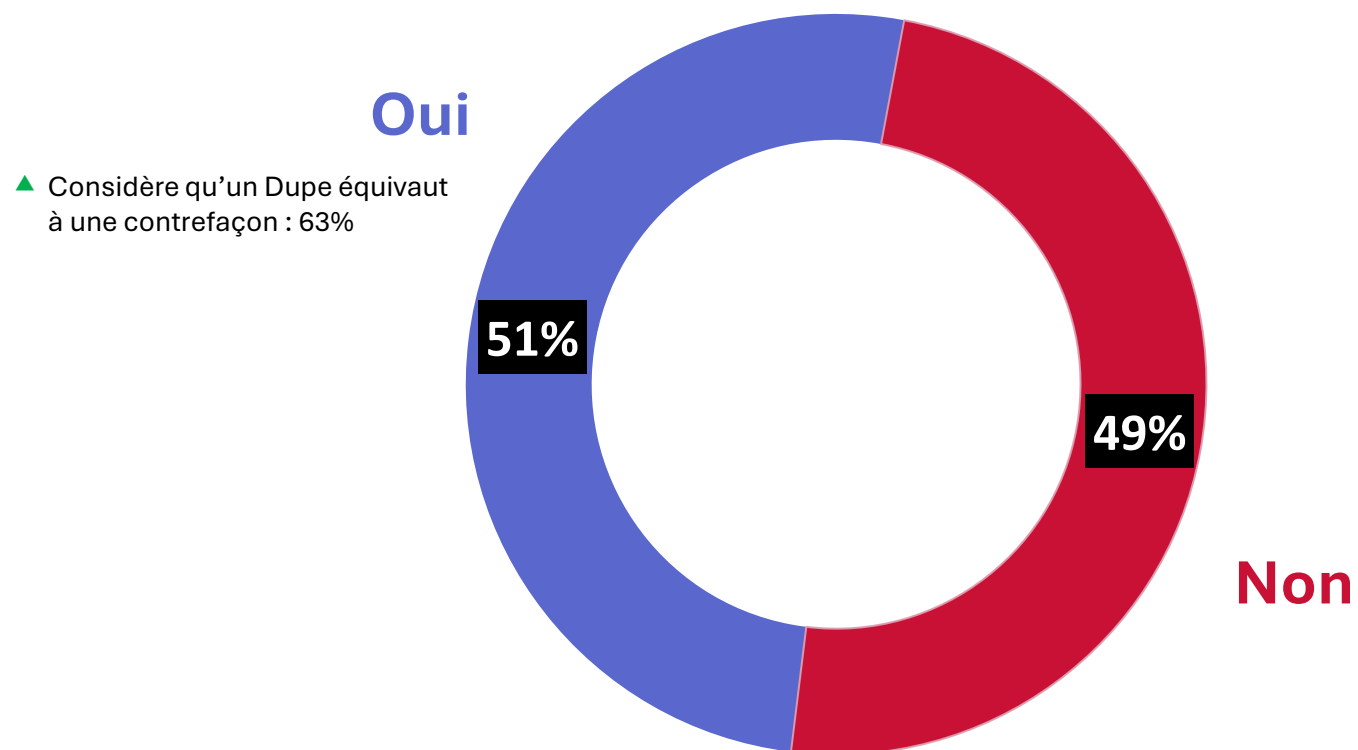
Question : Et selon vous, acheter un « dupe » c'est... ?

Base : A ceux qui pensent qu'acheter un « dupe » n'équivaut pas à acheter une contrefaçon, soit 27% de l'échantillon



L'impression que le mot "Dupe" sur internet conduit à une offre de contrefaçon

Question : Enfin, selon vous, est-ce que taper le mot « dupe » en ligne, conduit à accéder à une offre de contrefaçon ?





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English version

Youngsters & dupes

July 2025

FG N° 121766

Ifop contact :
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Sommaire

01.	Methodology	3
02.	Survey results	5
03.	Main lessons	13



01

Methodology

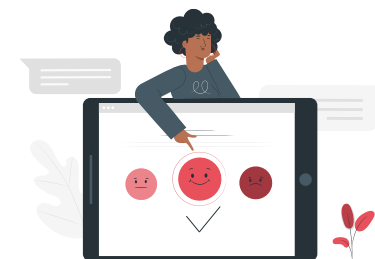
Methodology



The survey was conducted on a sample of **1,000 people**, representative of the French population aged 18 to 34,



The representativeness of the sample was ensured by the quota method (sex, age, profession of the interviewee) after stratification by region and category of agglomeration.



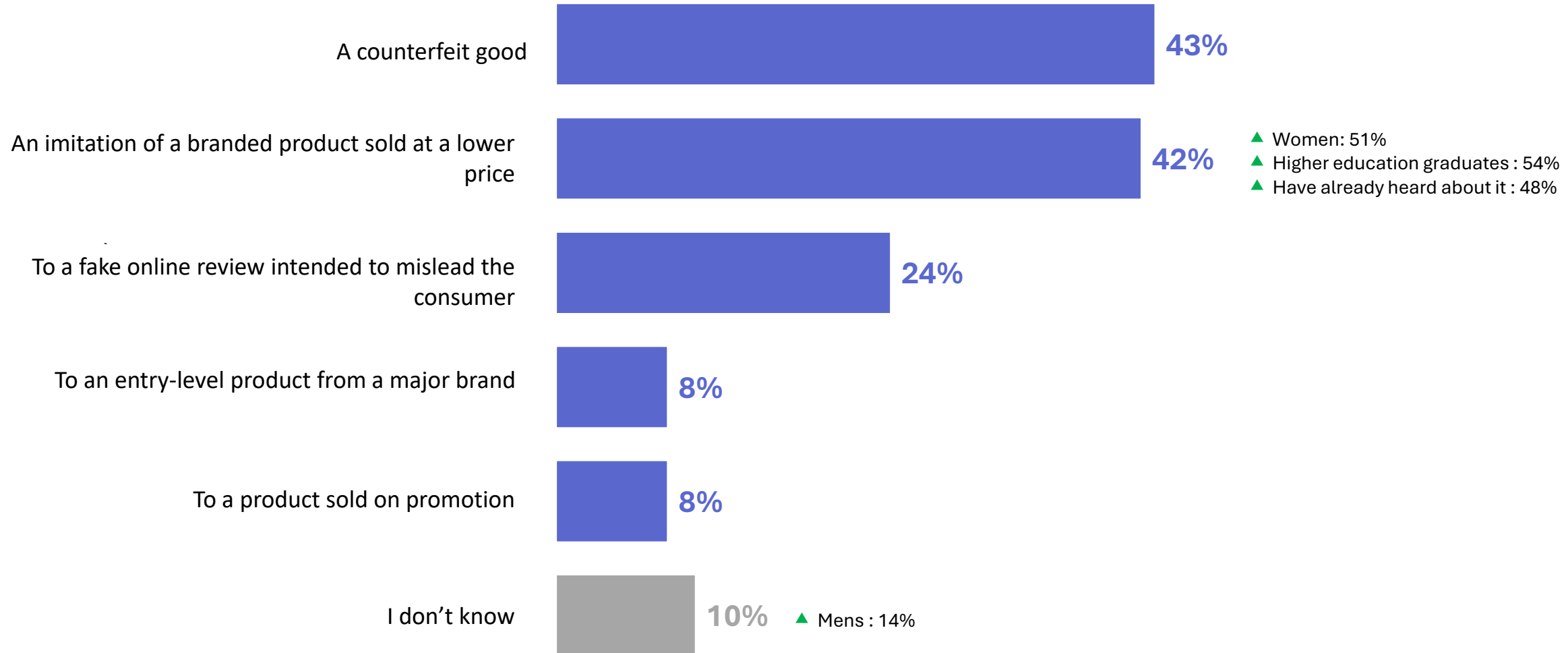
Interviews were realized by self-administered online questionnaire from **July 3rd to 8th, 2025.**

02

Survey results

Representations of Dupes

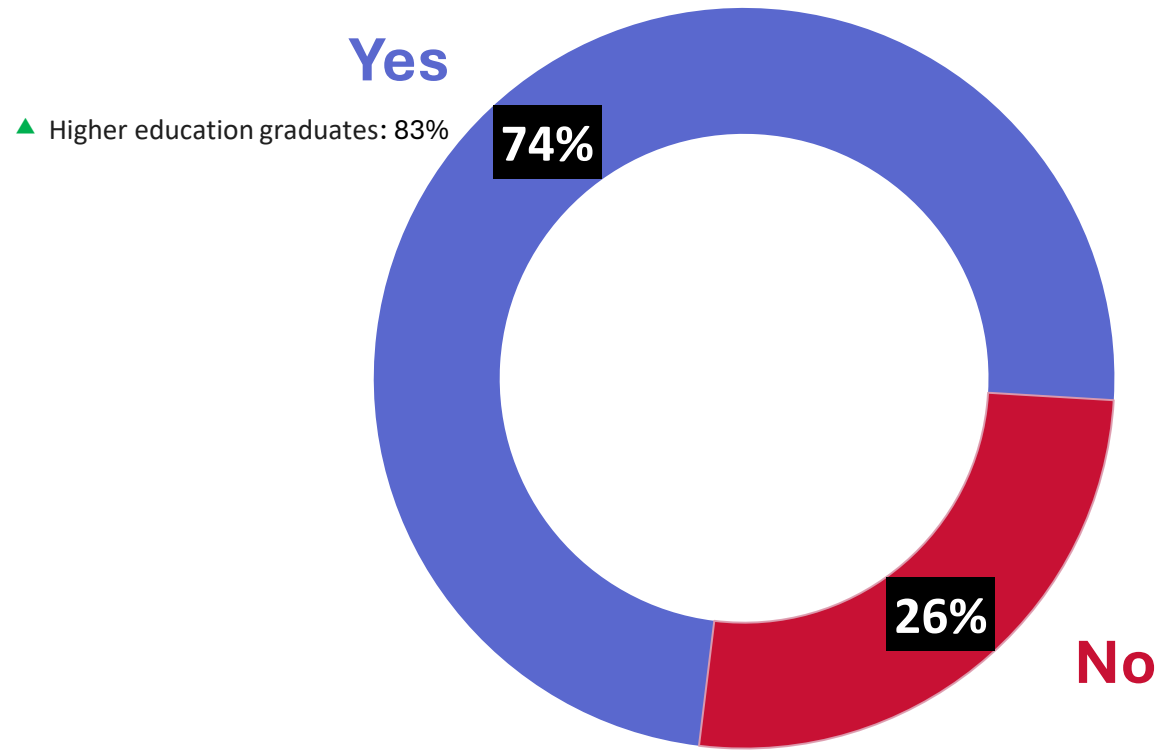
Question : We are going to talk about "dupes." Which of the following do you think they are?



(*) The total is greater than 100, as interviewees were able to give multiple answers

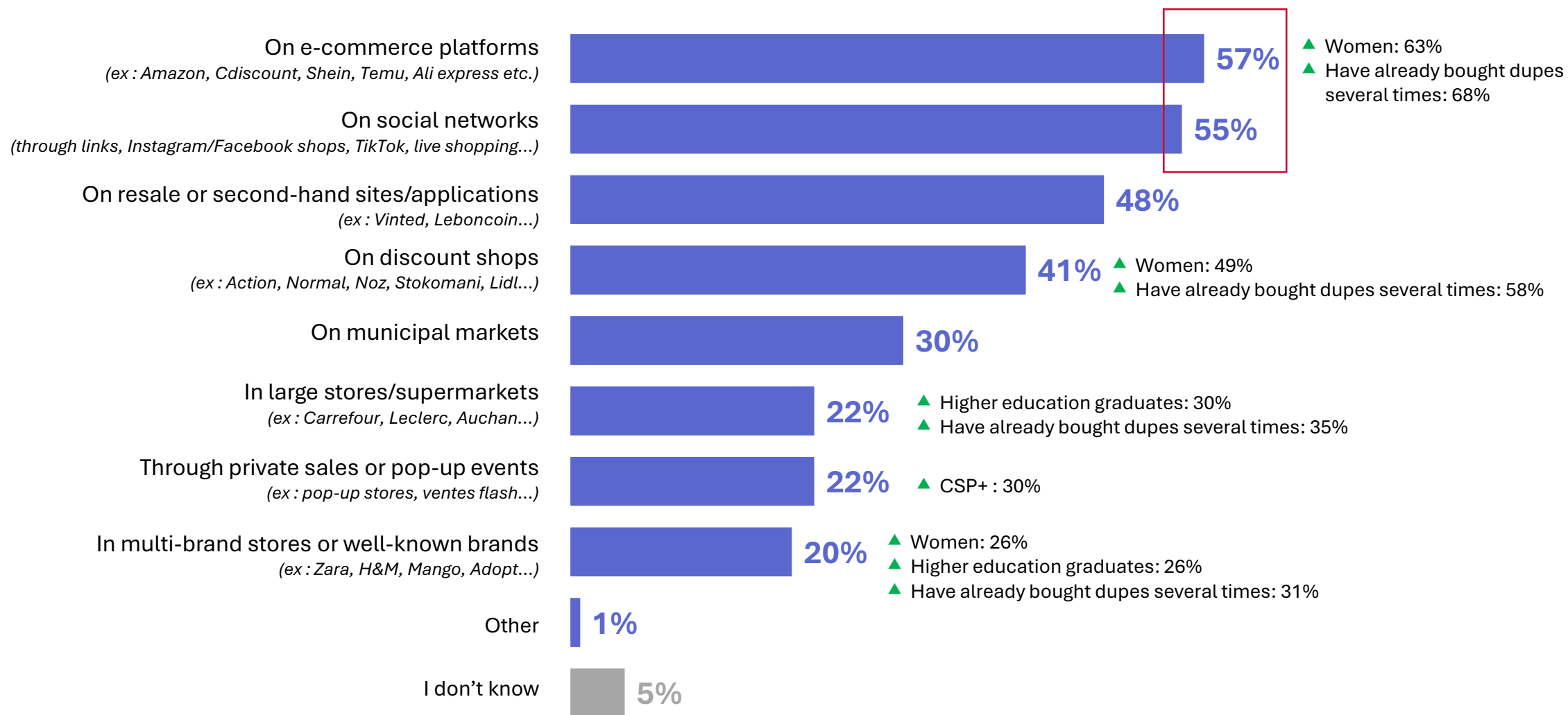
Notoriety of Dupes

Question : These "dupes" are products that imitate major brand names. These products mimic the appearance and/or characteristics of well-known brand names, without necessarily reproducing their logo or name, and are sometimes cheaper. Have you personally ever heard of them?



Places identified as places of Dupes sales

Question : Where do you think one can get a dupe?

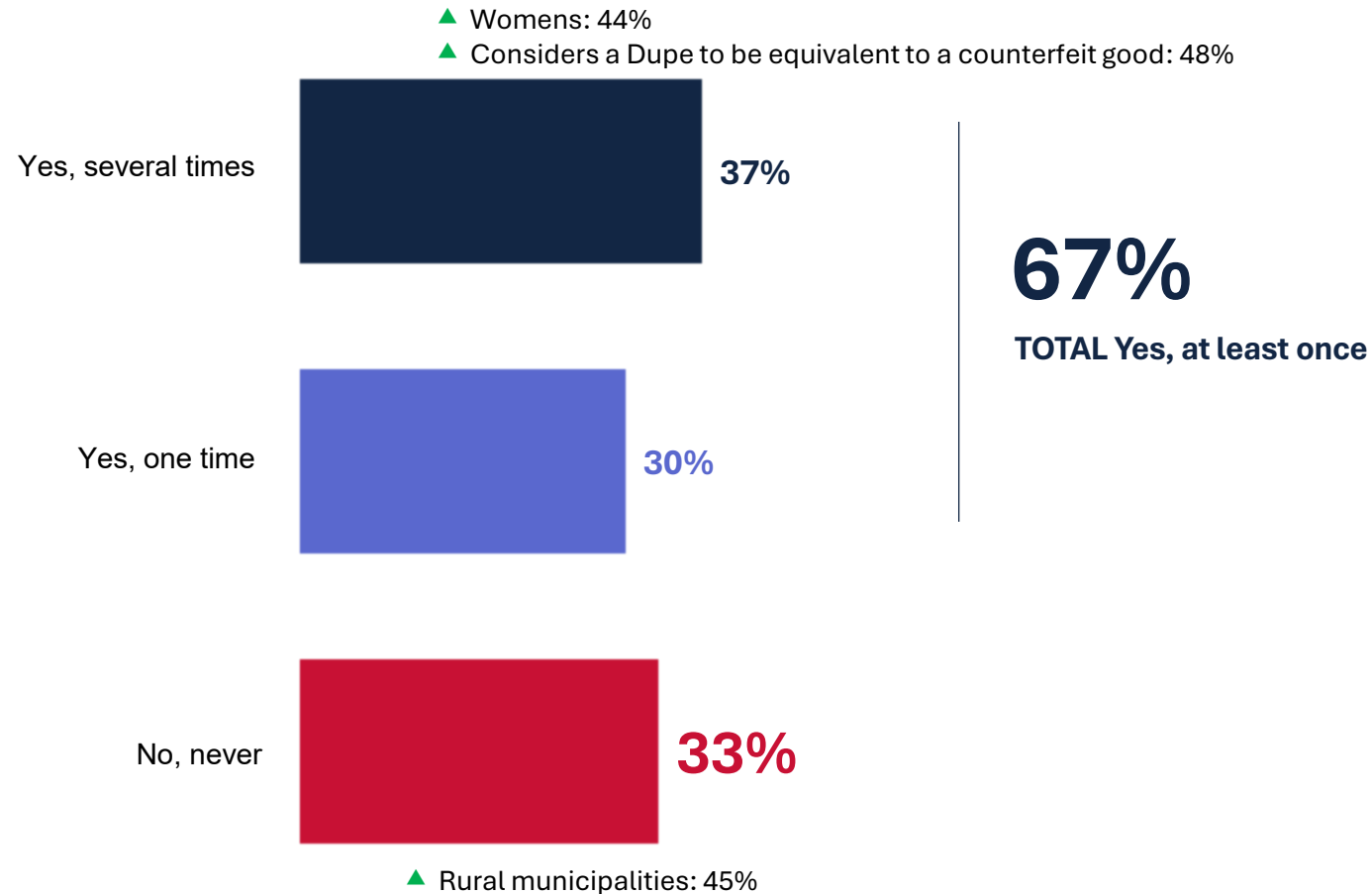


(*) The total is greater than 100, as interviewees were able to give multiple answers

Dupe Buying Experience

Question : And you personally, have you ever bought a “dupe”?

Base: Those who have heard of the “duplicates”, i.e. 74% of the sample

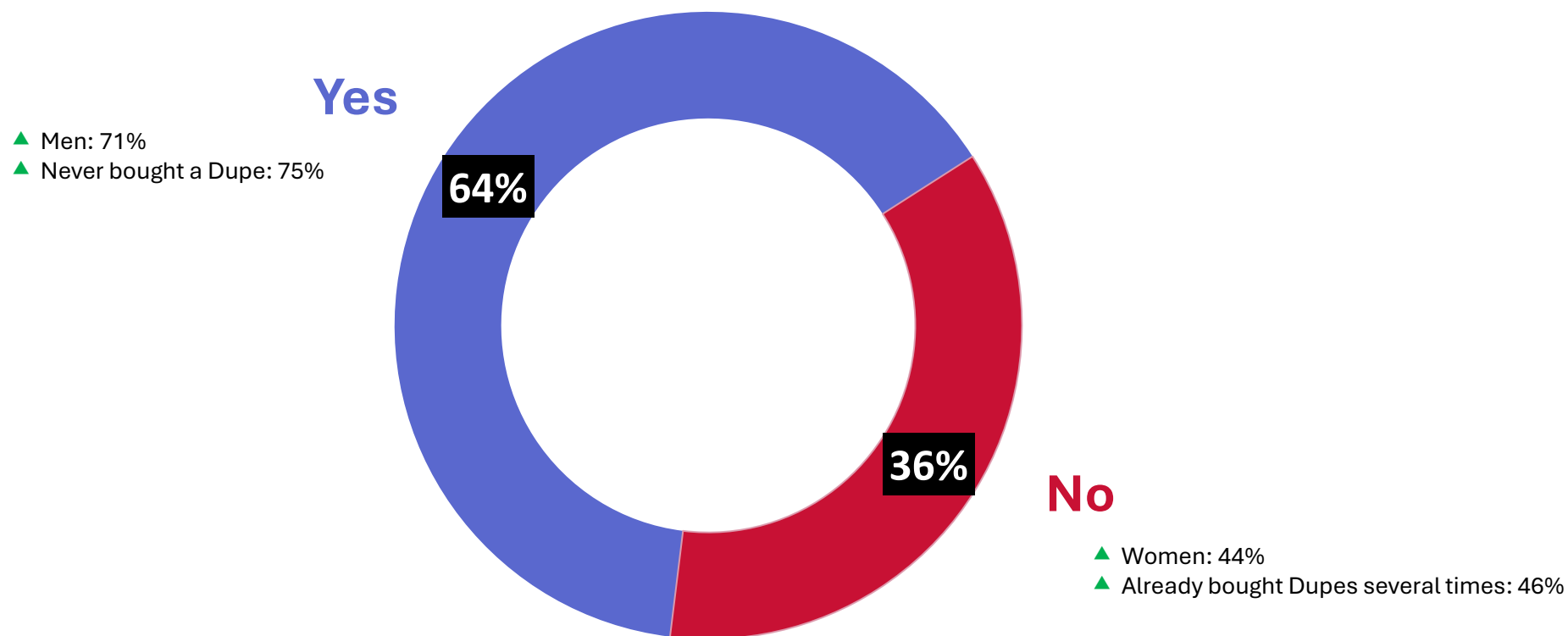


To those who have heard of the “dupes”, that is 74% of the sample

Link between Dupes and counterfeiting

Question : In your opinion, is buying a "dupe" the same as buying a counterfeit?

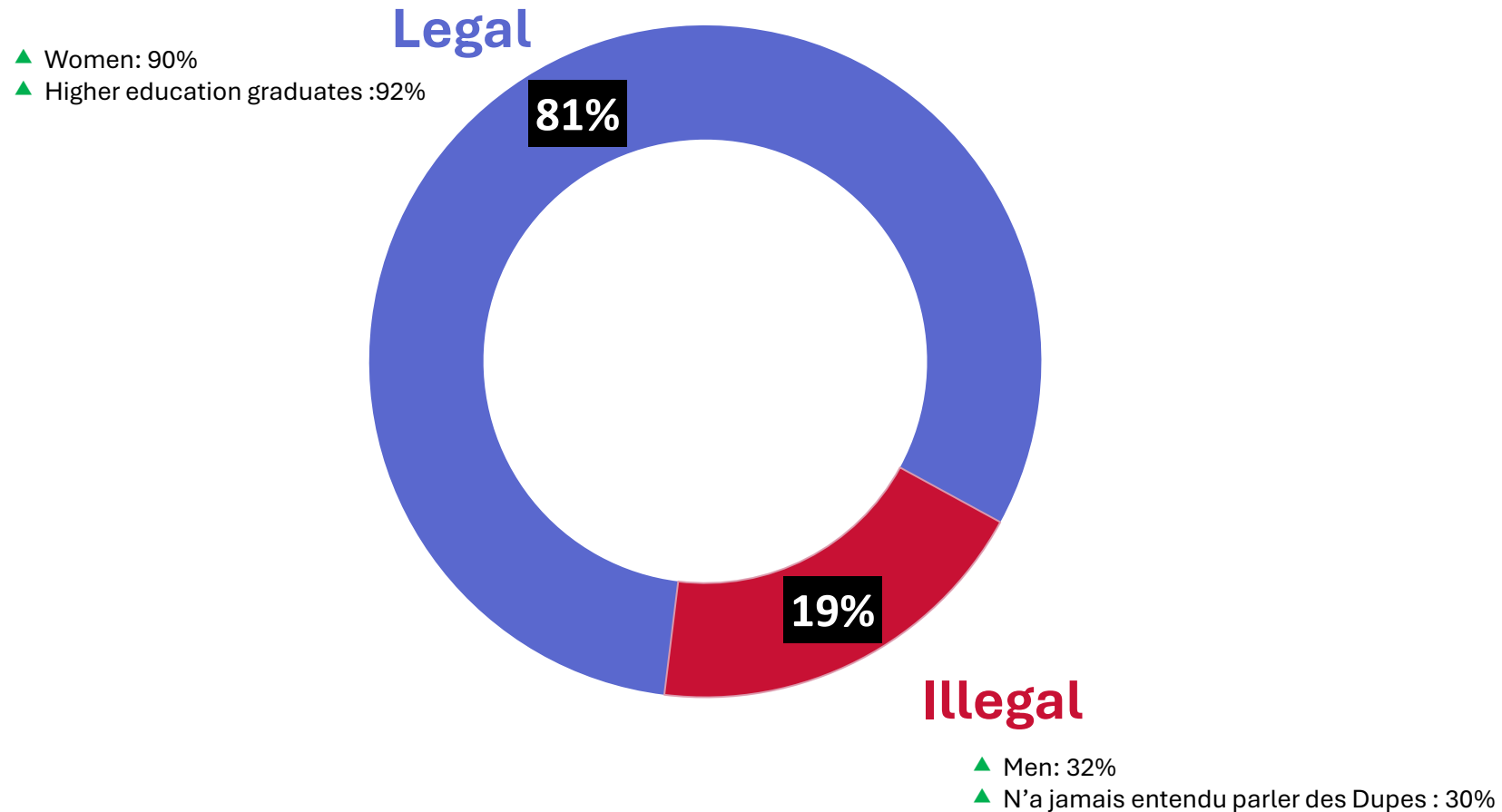
Base : To those who have heard of the “dupes”, that is 74% of the sample



Imagined Legality of Buying a Dupe

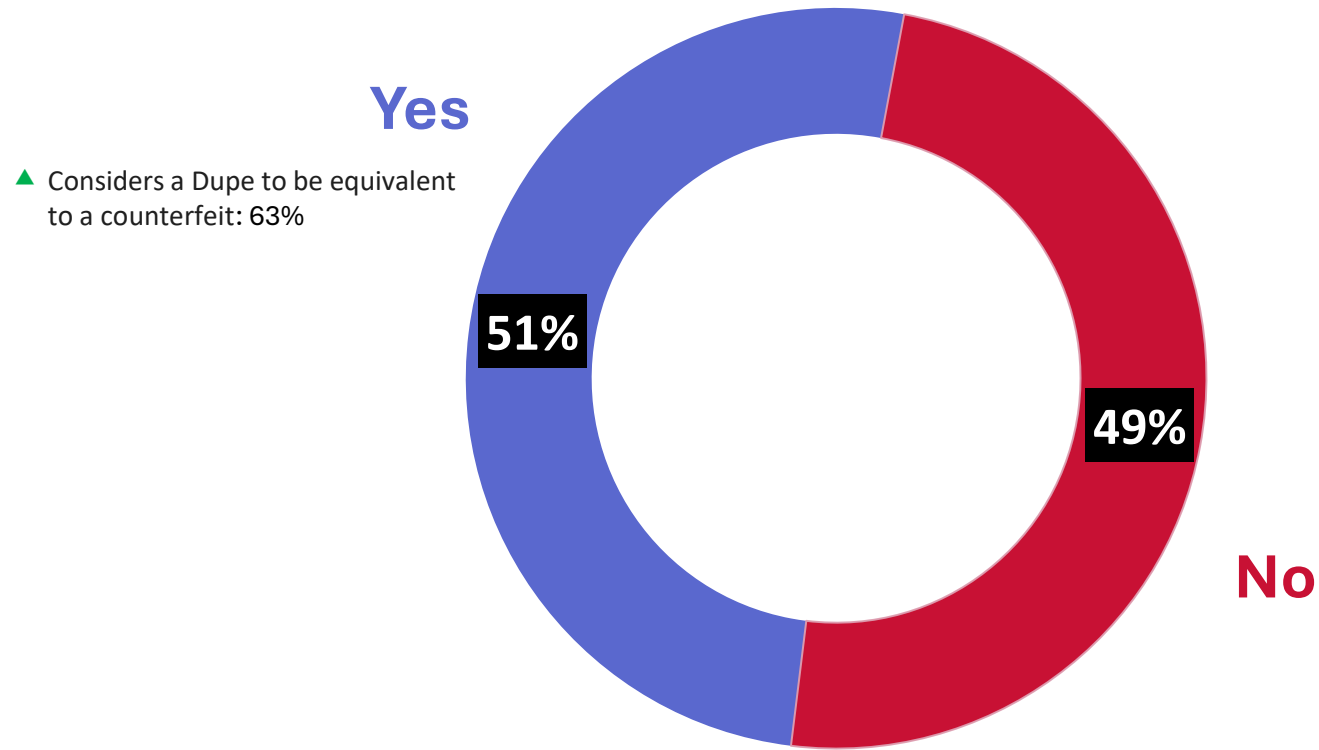
Question : According you, buying a Dupe it is... ?

Base : To those who think that buying a “dupe” is not the same as buying a counterfeit, 27% of the sample



Impression that the word "Dupe" on internet leads to an offer of counterfeit goods

Question : Finally, in your opinion, does typing the word "dupe" online lead to accessing a counterfeit offer?



03

Main lessons

To remember...

1

A majority of young people are familiar with the Dupes

3/4 of 18-34 years old have already heard of it (74%, particularly those with higher education: 83%)

↳ And, among them, **2/3 have already made a purchase** (67%), including 37% several times.

2

It is mainly on Internet that we imagine the possibility of obtaining Dupes

E-commerce platforms (57% and 68% among young people who have already purchased them several times) and **social networks** (55%) are the first channels identified as providers of Dupes, followed by second-hand sites or applications (48%).

It is also interesting to note that, among physical points of sale, while 4 out of 10 young people imagine that discount stores are likely to offer Dupes, this proportion is only 2/10 when it comes to supermarkets and hypermarkets (22%) or large chains or multi-brand stores (20%).

To remember...

3

Dupe and counterfeiting: a link mostly recognized in the appearance of the product

Before being presented with the definition of a dupe, youngsters surveyed were as likely to describe these products as "counterfeits" (43%) as "imitations of a brand-name product sold at a lower price" (42%).

But after being presented with a more detailed presentation of this type of product:

- 2/3 of young people who had **already heard of it agree that "buying a dupe is the same as buying a counterfeit"** (64%).
- 1/2 of respondents believe that, on the internet, **search engines direct the word "dupe" to the suggestion of counterfeit goods** (51%).

For young people who don't associate dupes with counterfeiting, 8/10 believe that buying dupes is legal (81%), a sign that the legal uncertainty surrounding these products seems to benefit the freedom to buy them.

To remember...

4

Young women: the most captive audience of dupes

Women interviewed are more **inclined to describe dupes as "simple" imitations** of branded products sold at lower prices (51% vs. 32% of men) and to purchase them (44% of them have already purchased them several times vs. 29% of men). They are also more likely to perceive e-commerce platforms, discount stores and multi-brand/large chain stores as potential places to purchase dupes (+11 to +16 points compared to men).

And **their purchasing practices for these products appear more relaxed** if we believe the slightest link they make with counterfeiting: "only" 56% of those who had already heard of it adhere to this equivalence (-15 points vs. men) and if this is not the case then 90% consider the practice legal (+22 points).



Everything starts with people