2015 eCommerce Summary

One Sentence Overview
With a mature economy and healthy appetite for fashion, France continues to be a leader in European eCommerce.

Mobile Usage
One in five eCommerce purchases in France is conducted via mobile devices, with mobile commerce totaling nearly $10 billion in sales last year.

Omni-channel Presence
France has a growing omni-channel presence as more shoppers switch between digital and offline channels throughout their buying journey.

Major Shopping Days
Online shopping sales increase during November and December due to the holiday season.

Why Are Retailers Here?
With an established economy and a developed fulfillment infrastructure, retailers find the French eCommerce market appealing due to its growth, consumer demand, and centralized location not only within Europe but also between North America and Asia.

Global eCommerce Rank: #6
2015 eCommerce Revenue: $42 billion (↑11%)

Population Density

Demographics
- Population: 65 million
- Urban population: 80%
- GDP: $2.4 trillion (#6)
- Average household income: $46,000 (€40,750)
- Average age: 41.1 years
- Languages: French (95%), German (3%), Italian (1%), Arabic (1%)
Notable eCommerce Characteristic

Package Pickup Methods – Unlike other leading eCommerce countries in Europe, 48% of digital shoppers in France chose to pickup items in a local shop or pickup point last year, more than double the percentage of U.K. (22%) or German shoppers (21%). This method eliminates delivery times for French consumers who generally place a high priority on receiving their goods promptly after purchase and look to avoid traditional carrier delivery practices.

Sources: BBC, CIA, eCommerce News Europe, Forrester, eMarketer, GEOHIVE, Knoema, United Nations, U.S. Census, comScore, DHL, TSYS