



FRANCE

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.

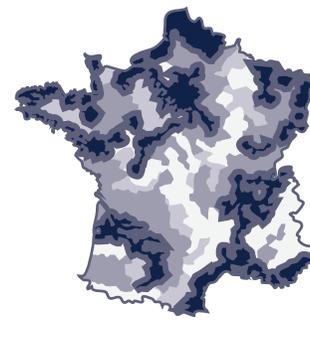
Major Shopping Days

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

Global eCommerce Rank: #6

2015 eCommerce Revenue: \$42 billion (↑ 11%)

Population Density



low

high

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%)

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.



eCommerce Outlook

Industry Projections

eCommerce sales surpassed **\$42 billion** last year and are expected to reach **\$53 billion** by 2018.

The amount of digital buyers in France is growing steadily, with nearly 30 million in 2015 and a projected total of 32 million by 2018.

Major Holiday

Last year, 18% of the country's total digital retail sales occurred in November and December alone, with shoppers spending a total of **\$14.5 billion** online.

Global Impact

Cross-border

French consumers prefer to buy from other European countries when shopping abroad, with average orders totaling \$80 more for EU purchases compared to other non-EU nations (\$249 vs \$169).

As a cross-border shopping destination, France is largely popular with other European countries, especially Italy (10% of sales) and Spain (13%).

Payment Methods

Credit and debit cards are the most popular payment method with French consumers (52%) followed by online payment systems (35%).

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