

DO YOU KNOW THE FRENCH E-COMMERCE MARKET ?



 **65** million inhabitants

 **60%** of e-buyers

 **56%**

of e-buyers have already buy on a foreign websites. They mostly look for fashion, shoes or cosmetic goods.

€2420
spent by e-buyers



€92.6 B
e-commerce revenues



Credit card is the major payment method (80%), followed by e-wallet (11.5%; +2 percentage points cw 2017)

Top 5

of products bought online by french e-buyers :

- 1- Clothes
- 2- Cultural product
- 3- Games & Toys
- 4- Footwear
- 5- High-tech & appliances

64%  **36%** 

Most of online purchases are made using a computer. 36% of e-buyers have already use a smatphone to purchase online

86% of french e-buyers require delivery direct to home. But also **83%** prefeere delivery to dedicated pick up points.



Discover our solutions to ship to FRANCE !