DO YOU KNOW THE FRENCH E-COMMERCEMARKET?







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

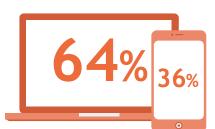


€92.6 B

e-commerce revenus



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



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



of products bought online by french e-buyers:



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

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



Discover our solutions to ship to FRANCE!