

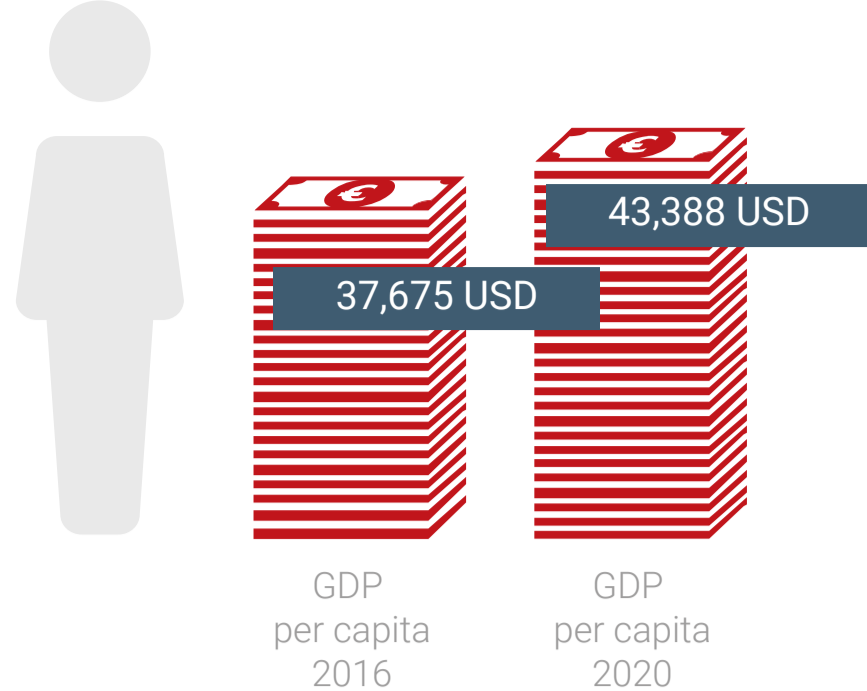
# Insights into the growth of France eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



## Economy

Home to **66.4 million people** with a total GDP of **2.4 trillion USD**. GDP per capita is currently **37,675 USD** and expected to reach **43,388 USD** by 2021.

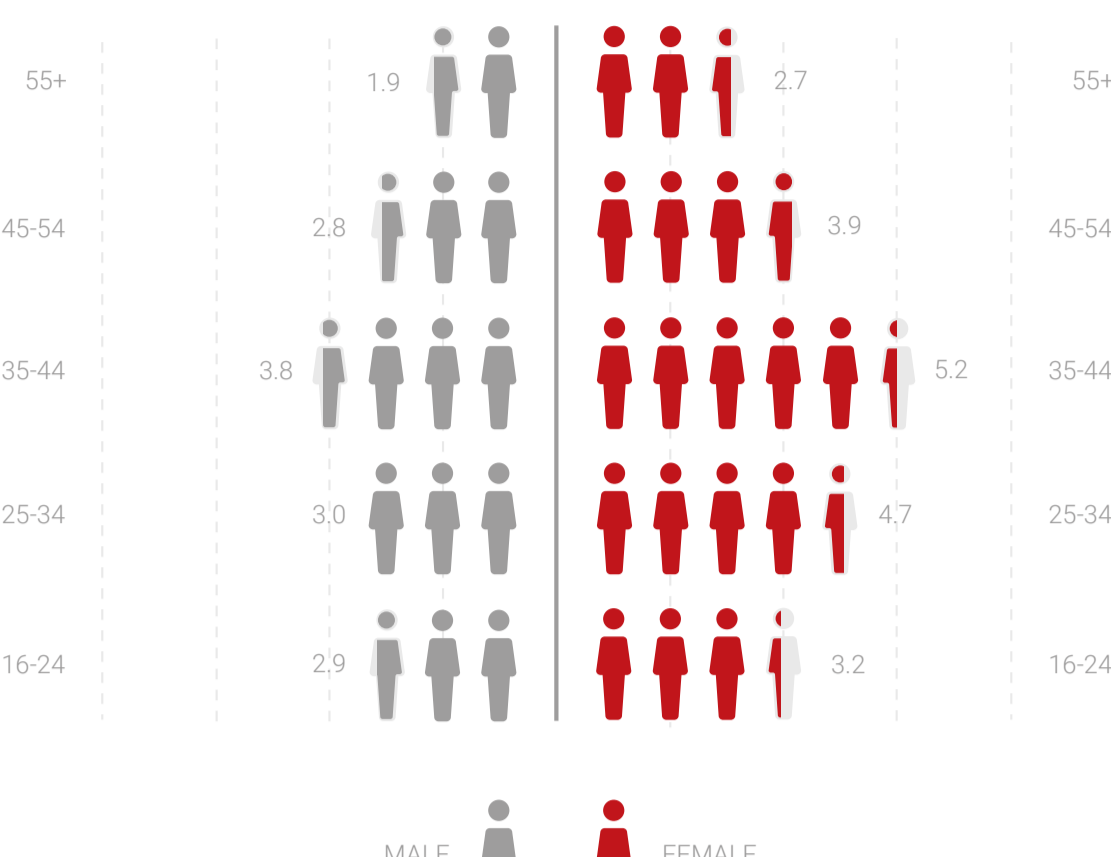
FRANCE IS RANKED AS THE 34<sup>TH</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS.



## User Insights

There are currently **34.1 million eCommerce users**, with an additional **6.6 million users** to be shopping online by 2021. These **40.7 million** eCommerce users will represent **73.7%** of the total population.

USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends **992 USD** online, which will reach **1,323 USD** by 2021.



NUMBER OF USERS (IN MILLIONS)



## Shopping Categories

Total eCommerce revenue across all product categories is **33.9 billion USD**, expected to reach **53.8 billion USD** by 2021.

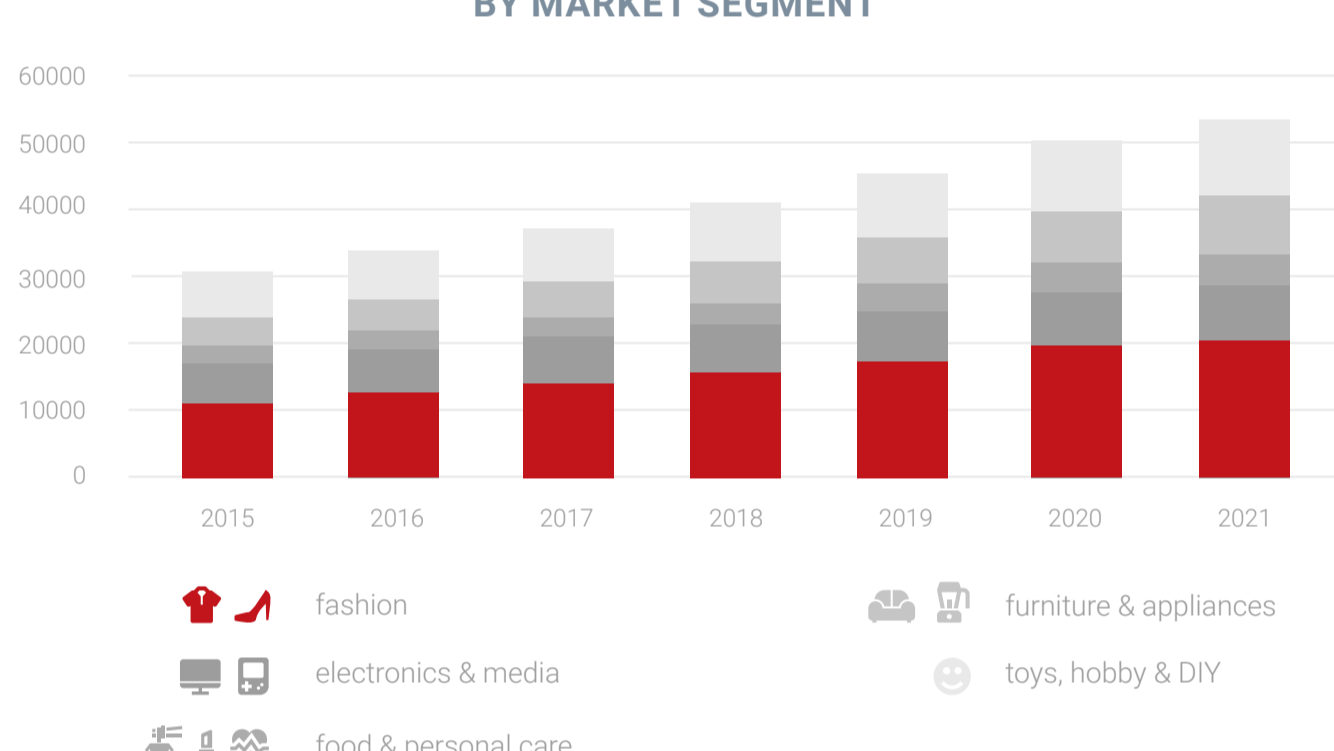


Fashion is currently the leading product category, accounting for **12.5 billion USD** market share.



Toys & Hobby is second, accounting for **7.5 billion USD**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



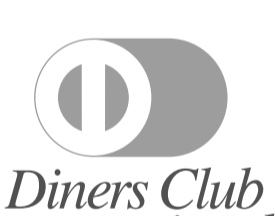
## Where does France buy from?

Germany supplies France with **119 billion USD** in imports. Other key import partners are **Belgium-Luxembourg (56 billion USD)**, **China (53.2 billion USD)**, **Italy (49.8 billion USD)** and **Spain (41.7 billion USD)**.



## Preferred Online Payment Methods

**56%** of shoppers used **Visa** when shopping online. **Mastercard** was another popular payment card in France, accounting for **24%** of recent purchases.



Paypal, Carte Bancaire Cards and American Express are also popular alternate payment methods online.

## Logistics & Infrastructure

**80%** of France's population reside in **urban areas**, and international retailers can rest assured that the infrastructure and logistics are in place to deliver to rural areas.



In 2016, France was ranked **16<sup>th</sup>** in the **World Bank Logistics ranking**, making it among the **easiest countries** to deliver to in the world.

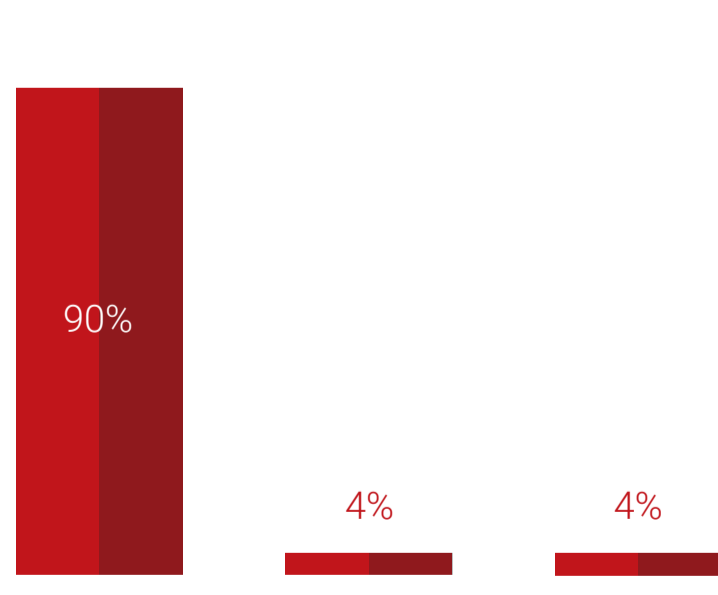
## Device Usage

Internet penetration is currently at **81%**, and should reach **84%** by 2021.

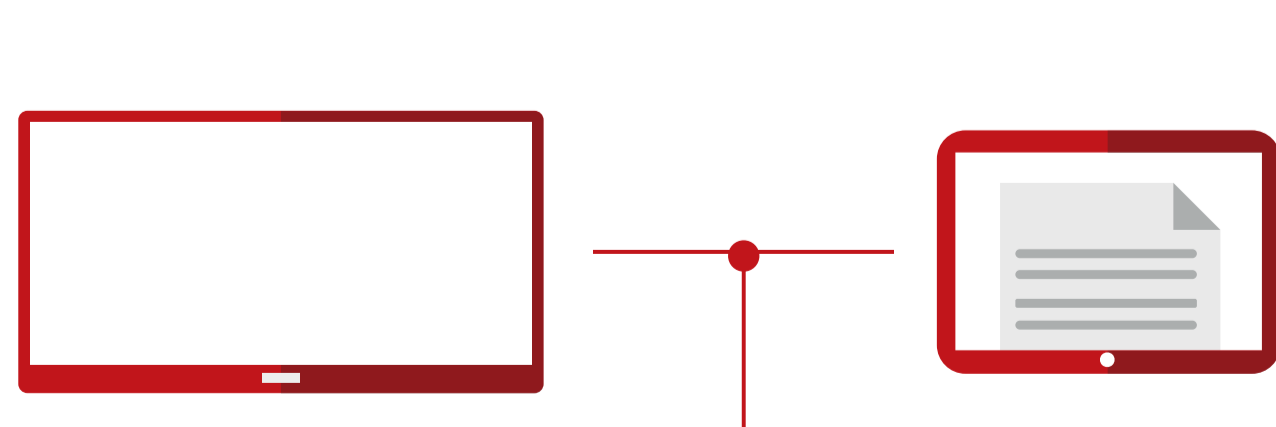


Smartphone penetration is **62%** and is projected to grow to **82%** by 2021.

## DEVICES USED FOR MOST RECENT ONLINE PURCHASE

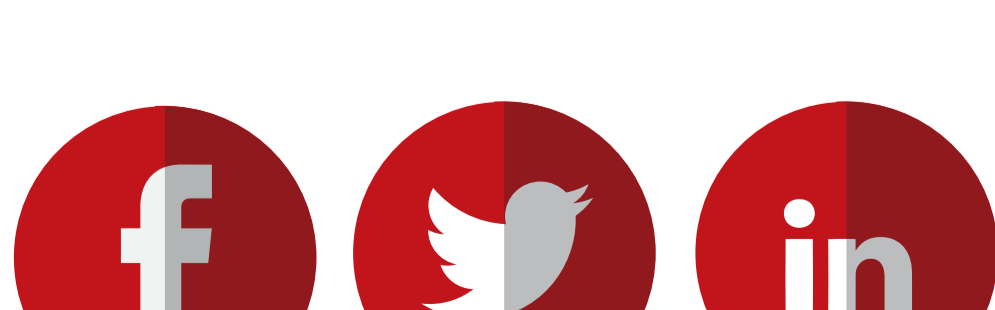


## Marketing



Digital has grown to the second highest market spend reaching **2.5 billion USD**. **Television** still accounts for the highest market spend accounting for **3.2 billion USD**.

France's social media penetration is just **47.6%** of the population, with this expected to reach **51%** by 2021. Popular networks include **Facebook**, **Twitter** and **LinkedIn**.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.