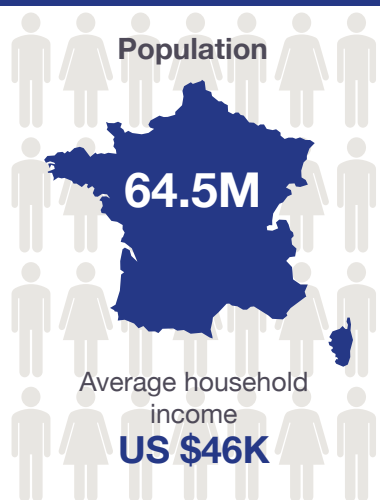


AN OVERVIEW OF E-COMMERCE TRENDS IN FRANCE



BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) DOING BUSINESS IN FRANCE VIA E-COMMERCE CHANNELS

QUICK FACTS



One of Europe's most connected countries



82.2% of households have access to broadband Internet

90.5% of households have a mobile telephone



Online Food and Drinks Purchases:

US \$6.9B in 2016

Forecasted to be **US \$9.3 billion** in 2021 (6.2% annual growth)



Consumer spending (2016)

Total consumer spending on food and non-alcoholic beverages:

US \$172.8B
US \$2,679 per capita

Total online food and drinks spending:

US \$107.1 per capita

French Demographics



Female
33.2M



Male
31.3M

Median age
41.2

Population growth
0.88%

TOP METHODS FOR MAKING ONLINE PURCHASES



34 million smartphone users

46% of e-retail transactions are made via smartphone.



29 million personal computer users



9.9 million tablet users

GETTING THE GOODS TO YOUR CUSTOMERS

TOP 3 delivery methods

1. Home delivery
2. Pick up point
3. Collect in store

TOP 3 online payment methods

1. Credit/Debit Cards
2. Online payments > France has more than 8M PayPal accounts
3. Direct bank transfers



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Canada

FRENCH CUSTOMER BEHAVIOUR & TRENDS

France is Europe's second-largest e-commerce market. Online revenues continue to grow by double-digits annually.

Other reasons to enter the French market: high purchasing power, reliable payment methods and low shipping costs.

FRENCH SHOPPERS WANT:

- ▶ Well prepared, French-language websites.
- ▶ Good service quality.
- ▶ Companies to respect product availability and delivery promises.
- ▶ Choice in their delivery method and date.

UNDERSTANDING FRANCE'S ONLINE MARKETPLACE

- ▶ Food retail is very competitive in France, providing consumers with a wide variety of stores. This leads to competitors introducing more innovative products, as well as more aggressive sales and pricing policies to distinguish themselves.
- ▶ Canadian companies can have an online store with goods located in France, or in another EU member State, and should be prepared to accept the Euro as a currency of payment.
- ▶ French consumers continue to move towards high-end products, due to the availability of a greater range of products and improved delivery methods.
- ▶ France has a tradition of consuming varied and expensive food products. Food represents 18% of household budgets.
- ▶ Food ingredients that are organic, have a health claim, and dietetic products (herbal teas, food supplements, gluten-free products) offer great opportunities. Organic packaged food is the star of internet food sales.
- ▶ Domestic agri-food production is actively promoted, particularly through signs of quality (Appellation d'Origine Contrôlée - AOC, Protected Geographical Indication - PGI, organic and Red Label).

COMPANY SPOTLIGHT



CARREFOUR

- ▶ Carrefour is a French company which is present in retailing worldwide, with three different formats in store-based retailing: hypermarkets, supermarkets and convenience stores.
- ▶ Carrefour SA is a multinational retailer. The company focuses on grocery retailing, but it has other interests such as cash and carry, wholesale, travel, insurance and banking. In France, it has a wide national coverage.

ONLINE



- ▶ Carrefour operates the internet brands Carrefour Drive and Ooshop/Carrefour. The Carrefour website, <http://www.rueducommerce.fr/>, offers grocery and non-grocery items and links to the other two brands so that customers can choose between home delivery or click-and-collect for their orders.

Source for all content: Euromonitor international, 2016

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