

E-commerce  
Country Factsheet

# FRANCE

## The value of French e-commerce increased by **more than 50%** in one year

The value of e-commerce in France increased significantly, from 40 billion euros in 2020 to 61.8 billion euros in 2021. While the number of people shopping online has decreased slightly, their average spend has increased importantly to 2.208 euros.



**44.7 million**  
online shoppers



**€2,208**  
Average spend per shopper



**€61,8 billion**  
Value of e-commerce in 2021



**16%**  
of e-commerce is cross-border

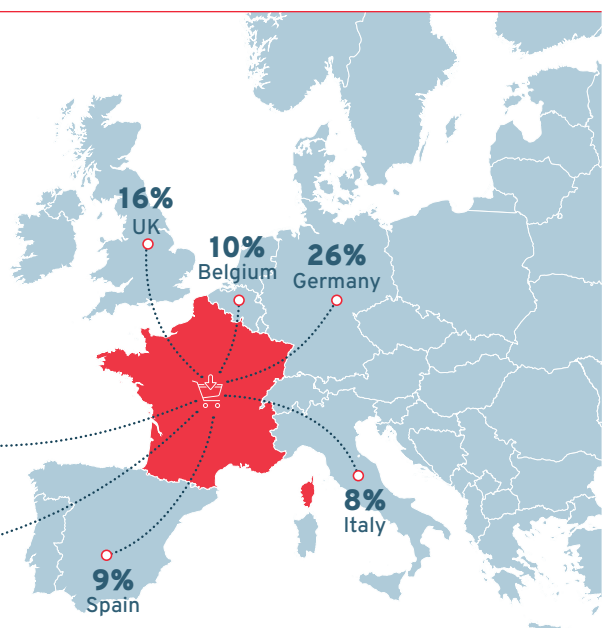
### CONSUMER INSIGHTS

## The majority of French cross-border consumers purchased from **China** in 2021

Despite the EU's VAT and customs reforms, there's no big drop in purchases from China. Compared to 2020, Germany in particular is losing considerable market share. This downward trend also applies to the UK. Even though it is small, Belgium remains an important market for French consumers.

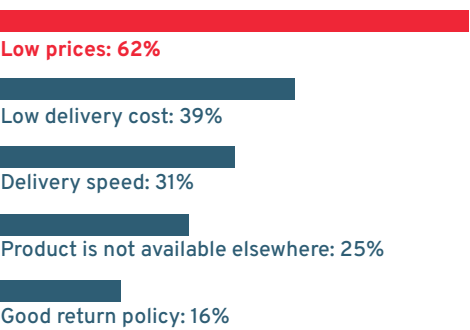
  
**55%**  
China

  
**12%**  
U.S.



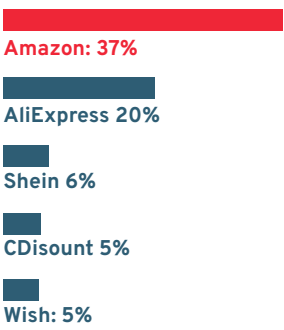
## French consumers clearly shop abroad for lower prices

The price of a product is by far the most driving factor for French online shoppers, followed by delivery cost, speed, product availability and a good return policy.



## Amazon remains the leading marketplace in France

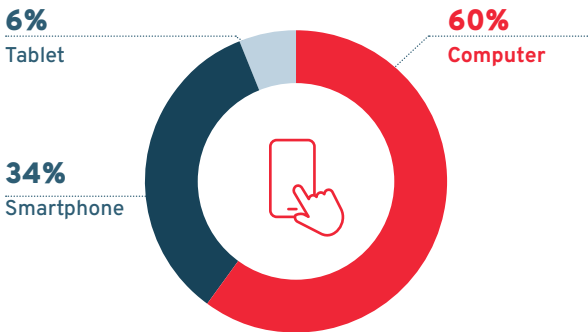
While Amazon remains France's leading marketplace, AliExpress gained popularity in 2021. Shein is on a remarkable rise, at the expense of Wish. Domestic player Cdiscount has also acquired a strong market position.



Landmark Global partners with both **postal and commercial logistic operators** to deliver your parcels from anywhere to France **on time and in a cost-effective way.**

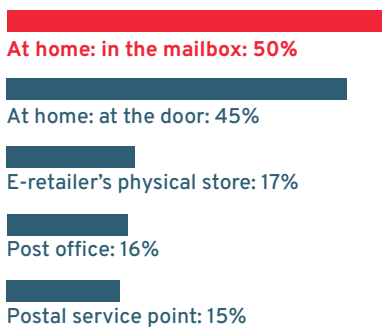
## Smartphone on the rise as favorite device for online shopping

Although six in ten French consumers prefer shopping online from their computer, mobile devices are on a strong rise. 34% prefer their smartphones, which is an increase of 8% in one year.



## French consumers are used to receiving their parcels at home

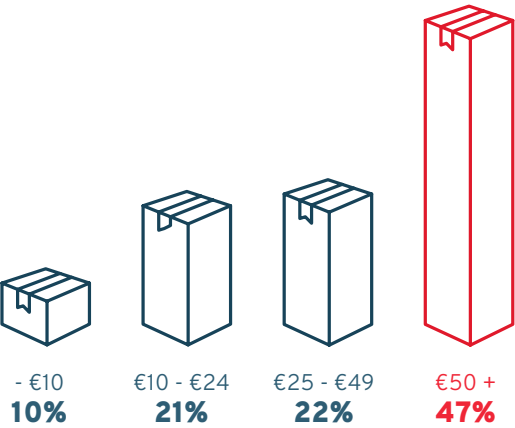
Most French consumers have their parcels delivered to their doorstep or mailbox. Pickup points, such as the e-retailer's physical store, the post office or a postal point, are less popular.



Landmark Global can deliver your shipments directly to your French **customers' doorstep** or their selected **pick-up location. End-to-end tracking** comes with every delivery.

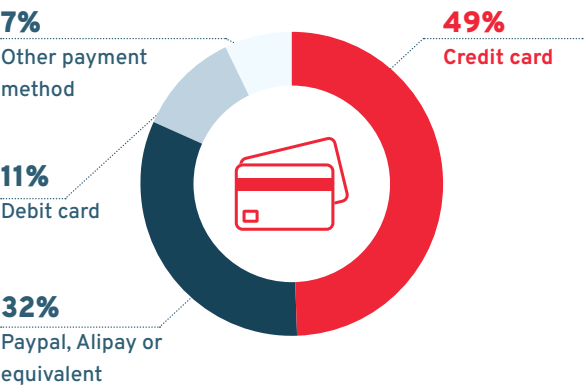
## Nearly half of French cross-border purchases are worth more than 50 euros

Looking at the purchases, we see an increase in product value. About half of the purchases are worth more than 50 euros.



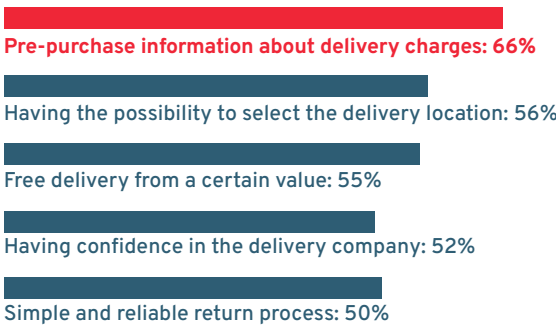
## French shoppers prefer paying via credit card

Half of all online purchases are paid for by credit card. Digital wallets such as PayPal or Alipay, and debit cards also are popular methods of payment.



## French consumers value the delivery experience over delivery time

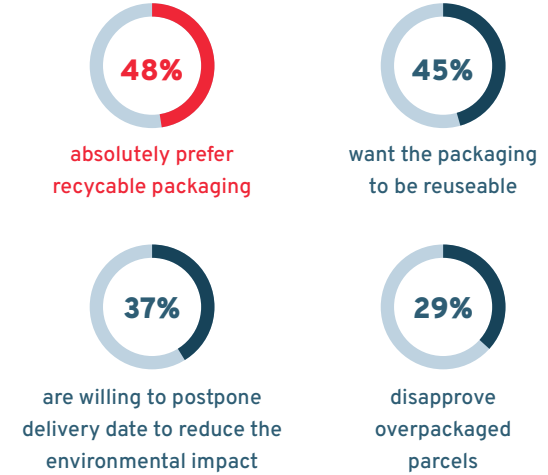
Other considerations besides pre-purchase information about delivery charges include the ability to choose a delivery location as well as free delivery for goods above a certain price. Delivery time is a notable absentee from the list.



**91%** of the French follow their parcel via tracking notifications

## Sustainability is gaining importance

French consumers are increasingly sensitive to the environment. There is for example a sharp increase in the willingness to postpone delivery if such implies a lower environmental impact.



## Key Takeaways | How to succeed in France as an online retailer

- ✓ Offer credit cards as a payment method. PayPal and other digital wallets are popular too.
- ✓ Ensure a great delivery experience, including tracking. Delivery quality beats speed of delivery.
- ✓ Make sure to offer home delivery, preferably via a trusted delivery company such as La Poste.
- ✓ In addition to using recyclable packaging, make sure the packaging is reusable.

## Get in touch with us

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## Open your world

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

### Our fully integrated logistics services



Parcel  
Delivery



Returns  
Management



Customs  
Clearance



International  
Mail Delivery

#### Sources

- Euromonitor
- IPC Cross-border E-commerce Shopper Survey 2021 – France Report
- E-commerce in Europe 2021 (Postnord)

