

Country Factsheet

France



French e-commerce remains resilient despite economic pressures

France's online shopping market continues to grow steadily, driven by frequent purchases and consistent consumer spending. Although inflation has eased, shoppers remain price-sensitive, increasingly seeking affordable options. Cross-border shopping remains popular, reflecting strong demand for product variety and competitive pricing.



43 million
online
shoppers



€4216
average spend
per shopper



€175.3 billion
Value of
e-commerce
in 2024

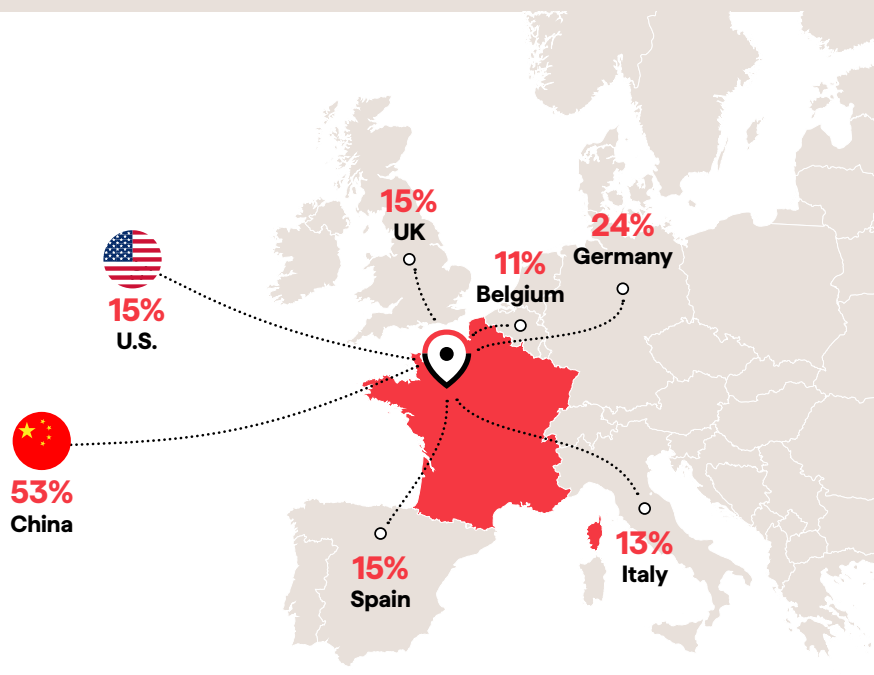


2.6 billion
total number of
online transactions

CONSUMER INSIGHTS

European markets remain key for French cross-border shoppers

While China maintains its position as the leading source of cross-border purchases, European countries continue to play a major role. Germany remains the top European partner despite a slight drop, while Spain, Italy, and Belgium have gained traction. The UK and US have held steady, reflecting a stable and diverse shopping landscape.



A wider product and brand selection remains the top driver

French consumers continue to shop cross-border mainly for the broader product and brand range. Reliable and fast delivery remain key, while price-related factors like low delivery costs and discounts slightly declined this year.

Choice of products & brands: 45%

Reliable delivery: 36%

Fast delivery speed: 34%

Easy to find products: 31%

Cheap delivery cost: 30%

Low product prices: 26%

Clothing and footwear is by far the main cross-border purchase category

Electronics and home products continue to grow in popularity, while sports and toys are gaining traction. Beauty and books, however, have dropped out of the top rankings.

Clothing and footwear: 42%

Consumer electronics and accessories: 18%

Home and garden: 17%

Sport, leisure and hobbies: 13%

Toys: 10%

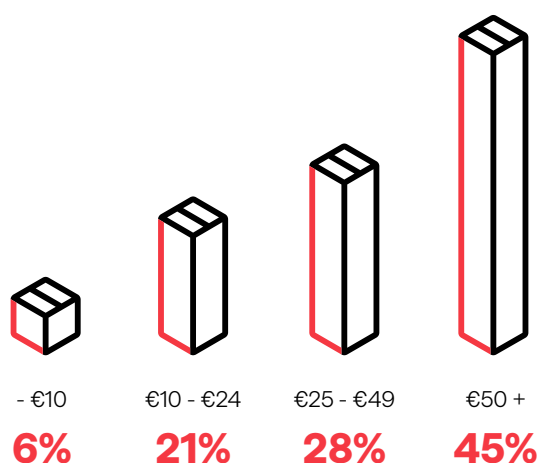
Household appliances: 10%



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

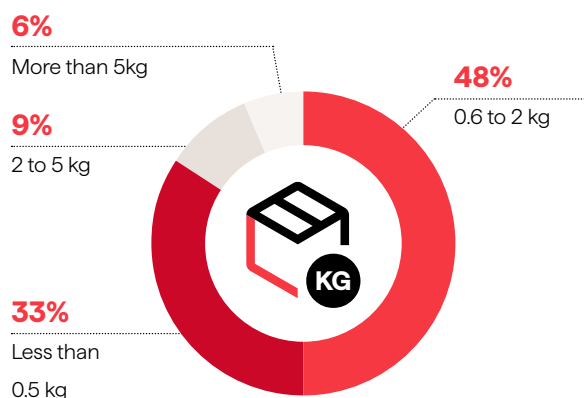
High-value cross-border orders continue to grow in popularity and value

French shoppers are spending more on cross-border purchases, with nearly half now above €50—slightly higher than last year. Meanwhile, mid-range orders have dipped, and low-cost segments remain stable.



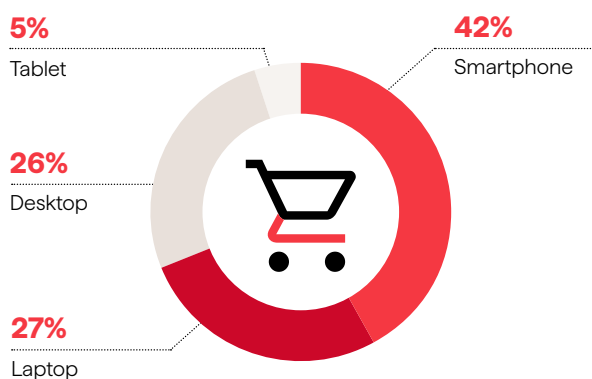
Lighter parcels are decreasing, while mid-weight orders are on the rise

French consumers are receiving fewer very light parcels, while shipments in the 0.6–2 kg range have grown noticeably. Heavier parcels remain relatively stable, showing only minor shifts from last year.



Smartphones surge, but computers remain essential

French shoppers are shifting toward mobile for convenience and flexibility, yet computers remain essential for complex tasks. Tablets occupy a niche role, underscoring the need for an optimized experience across all devices.



Home delivery remains first, but pickup options are rising

While most French consumers still receive their parcels in a mailbox or at the door, both have declined from last year. Parcel lockers, post offices, and e-retailer stores have gained traction, indicating growing interest in alternative pickup points.

At home: in the mailbox: 69%

Courier's parcel shop: 57%

At home: at the door: 53%

Parcel locker: 27%

Post office: 21%

E-retailer physical store: 20%



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.

French consumers still prioritize cost clarity over speed

Delivery cost transparency remains #1, though it fell from 74% to 66%. The ability to choose a delivery location, free shipping, trust in the courier, and simple returns also saw slight declines. Despite these drops, these factors remain the top five priorities for French consumers.

Pre-purchase information about delivery charges: 66%

Having the possibility to select the delivery location: 60%

Free delivery above a certain value: 54%

Simple and reliable return process: 54%

Having confidence in the delivery company: 53%



84% of the French follow their parcel via tracking notifications

Sustainability remains important despite shifting priorities

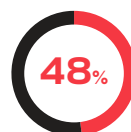
More French consumers now accept slower deliveries to reduce environmental impact, and most prefer reusable packaging. Dislike of overpackaging remains high, alongside strong demand for recyclable materials.



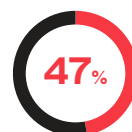
want the packaging to be reusable



are willing to delay delivery to reduce environmental impact



dislike it when parcels are overpackaged



absolutely prefer recyclable packaging

Key Takeaways

How to succeed in France as an online retailer

- ✓ Clearly communicate delivery charges — French consumers prioritize transparency.
- ✓ Provide flexible pickup options; parcel lockers and shops are gaining popularity.
- ✓ Focus on mid-range and premium products; shoppers increasingly buy items above €50.
- ✓ Offer detailed parcel tracking, as most French shoppers closely follow deliveries.
- ✓ Use recyclable and reusable packaging; sustainability remains important.

Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – France Report
- European E-Commerce Report 2024 – Ecommerce Europe / EuroCommerce
- FEVAD
- Statista

How Landmark Global can help your business

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

Get in touch with us

Landmark Global is the cross-border e-logistics specialist, helping online retailers ship parcels worldwide with speed, reliability and local market expertise. We provide end-to-end e-commerce solutions, including delivery, returns, customs and fulfillment, serving over 220 destinations on 4 continents.



Learn more at www.landmarkglobal.com