

Online Retailing - France - 2021

Report Price: £1095 | \$1495 | €1295

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the online retail market
- How the market will fare in the post-COVID-19 slowdown
- What people buy online
- The performance of the major online retailers in 2020
- Online shopping behaviours and what consumers look for in online retailers.

Online spending in France grew by over 30% in 2020, to €61 billion, accounting for over 10% of all retail sales. According to our consumer research 41% of online shoppers had shopped more online since the COVID-19 outbreak began, and those shopping at least once a week rose to 24%, compared to 19% in last year's research.

The pandemic has accelerated growth in the online market by several years, engaging more people and forcing retailers to up their game. Store-based retailers have benefitted most from the uplift, with many reporting rates of growth far ahead of their pureplayer rivals. E-commerce will continue to be the main driver of growth in French retailing, albeit with growth not as high as the inflated levels seen in 2020.

Amazon is the largest online retailer, but less dominant than in other countries. The grocers are key players, but online grocery has developed in a unique fashion, focused primarily on the Drive click & collect model. Retailers are focusing on developing their in-store click & collect facilities, on home delivery and on "pedestrian Drives". During the pandemic, many retailers partnered with ultra-fast courier delivery services, and this segment of the market is growing fast, with several new entrants.

Store-based retailers have the opportunity to build on the loyalty and trust that kept many people shopping with their favourite brands during the pandemic.



"The COVID-19 health crisis has accelerated the digitalisation of society, galvanising retailers into upping their game online. Growing awareness about the environmental impact of consumption and an increasing desire to shop locally highlight areas where online retailers can seek to differentiate themselves"

– **Natalie Macmillan, Senior European Retail Analyst**

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Sustainability issues are emerging as important motivators and there are opportunities to engage in areas such as resale, renting and refurbishment, which can save people money while supporting the environment at the same time.



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