

# Online Retailing - France - 2022

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## This report looks at the following areas:

- The impact of COVID-19 on the online retailing sector and how it is recovering from this
- The impact of rising living costs on French consumers and how this is affecting the online retailing sector
- The winners and losers in the online retailing sector as we emerge into the post-COVID recovery phase
- How people shop online and which channels and retailers they use
- Attitudes towards different aspects of online retailing.

The French online market was already mature, but the pandemic has further engrained it into the retail landscape as many consumers have diversified their purchasing habits and are shopping online more regularly. We found that 91% of French people had shopped online in the last year compared to 88% in 2019 (the last "normal year"), with the largest increase seen amongst older women.

As with all retail, businesses that sell online are being affected by the impact of the conflict in Ukraine and the rising cost of living on consumers. Price is becoming more important for much of society and online retailers may find it harder to convince shoppers of the benefits of some of their more premium services, such as next-day delivery or subscription services.

Sustainability is becoming more important to consumers, and shoppers are demanding visible and transparent efforts from online retailers to reduce their impact on the environment. Pressure to change is growing, so businesses need to turn a challenge into an opportunity and use this to help consumers to play their own part with the choices they make when shopping.

There are a number of growth areas for online retailers, including the ongoing expansion of marketplaces, selling second-hand and refurbished items and finding ways to incorporate elements of localism into their websites. There are



"The last couple of years have seen the already well-developed French e-commerce market evolve further, with the expansion of marketplaces, growing share of mobile commerce and the development of rapid delivery and new services all driving growth."

- **Natalie Macmillan, Senior European Retail Analyst, August 2022**

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further opportunities in developing delivery options and adding new services, such as subscriptions, which help consumers save money, but also foster loyalty.

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- The circular economy
- Move beyond price towards value
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- Reducing the environmental impact of online shopping
- Reducing plastic
- Developing a second-hand offer
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- INSTITUT NATIONALE DE LA STATISTIQUE ET DES ÉTUDES ÉCONOMIQUES (INSEE)
- EUROSTAT – Luxembourg
- FEVAD – La Fédération du e-commerce et de la vente à distance - Paris
- EDITIONS DAUVERS – Rennes

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