Amazon: Creating an Ecosystem - France - 2023

This report looks at the following areas:

- The impact of the cost of living crisis on Amazon’s business
- An overview of the global Amazon business, including revenues and performance of key business units
- Amazon’s position within each market, including market share
- A profile of Amazon shoppers, by key demographics
- Products purchased via Amazon in the past year by key category
- Amazon Prime membership, including a profile of members and services used
- Attitudes to price and convenience of shopping with Amazon as well as ethical and environmental considerations of shopping with the business.

Amazon is less dominant in France than in the other countries covered in our research. 85% of respondents had shopped with Amazon in France in the last year, and 36% had a personal Amazon Prime membership. On both these measures, France was behind the other countries covered in the survey.

As with all retailers, Amazon is being impacted by the squeeze on consumer spending that is resulting from rising inflation. However, there is a broad perception that it has the best prices, which, along with the speed and convenience of its delivery should insulate it to a degree.

Beyond the cost-of-living crisis, perhaps the biggest threat to the business in France lies in the proliferation of marketplaces, which offer third party retailers an alternative to Amazon. These include those operated by established retailers such as Fnac and Leroy Merlin, as well as newer platforms that seek to enable consumers to shop from local businesses and French artisans.

Amazon may be the largest non-food retailer in France, but there is significant further opportunity for the business in the food and drink side of the market. Amazon already has a small foothold in the market, with 23% of consumers using Amazon to buy food and/or drink in the past year. However, the

"Amazon is the largest non-food retailer in France, but it is significantly less used by shoppers in that country than in the other markets in our research. There are many reasons for this, not least the advanced state of the online market and the strength of local operators."

- Natalie Macmillan, Senior European Retail Analyst, February 2023

Buy this report now
Visit store.mintel.com

EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
expansion of Prime Now, in partnership with Casino and Monoprix, to more cities, should help it raise awareness of Amazon’s grocery operations and give it a greater foothold in the market.

What’s included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA  +44 (0) 20 7606 4533
Brazil  0800 095 9094
Americas  +1 (312) 943 5250
China  +86 (21) 6032 7300
APAC  +61 (0) 2 8284 8100
Table of Contents

OVERVIEW

• Key issues covered in this Report
• Products covered in this Report
• Definitions and technical notes
• Financial definitions
• Consumer research coverage

EXECUTIVE SUMMARY

• Market context
• Inflation is the key concern for consumers and retailers alike
• France is an advanced digital economy
• Online spending is stabilising
  Figure 1: France: Estimated online spending (including VAT), 2017-22
• Marketplaces are driving growth
• Amazon: An overview
• Sales ease off after boost from pandemic
  Figure 2: Amazon, total global net sales, 2017-22
• Services now the heart of the business?
  Figure 3: breakdown of Amazon net sales by business segment, as a % of total sales, 2019-22
• Amazon in Europe
  Figure 4: Amazon Europe big 5: GTV (gross transactional sales, inc Marketplace) (excluding VAT), 2020-22
• Amazon in France
• Sales decline after lockdown boom
  Figure 5: Amazon France: estimated net retail revenues and gross transaction values (GTV), 2018-22
• Amazon leads in the online channel
  Figure 6: France: leading online retailers’ estimated shares of all online spending, 2021
• The consumer
• Amazon usage is lower than in other countries
  Figure 7: France: Amazon’s consumer penetration*, age, generation group and financial situation, 2022
  Figure 8: France: products and services bought from Amazon in the last 12 months, by gender, 2022
• Prime membership is also lower than in the other countries
  Figure 9: France: Amazon Prime membership and access, by selected demographics, 2022
• Amazon Prime services used
  Figure 10: France: Amazon Prime services used, 2022

What’s included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 28284 8100
Speed of delivery is the key draw for three quarters of Amazon shoppers
Figure 11: France: Attitudes towards Amazon’s price, convenience and range, 2022

Conflicted shoppers
Figure 12: France: Attitudes towards environmental and ethical concerns when shopping with Amazon, 2022

ISSUES AND INSIGHTS

- How will the cost of living crisis affect Amazon in France?
- Discretionary purchases under threat
- Services outperform
- The threat from the growth of marketplaces
- Specialised marketplaces based on categories and positioning
- Combined force of the independents

AMAZON: AN OVERVIEW

- Growth slows as Amazon annualises COVID boost
  Figure 13: Amazon, total global net sales, 2017–22
- Profits hit record highs during the pandemic
  Figure 14: Amazon profits, 2016–22
- Services now the heart of the business?
  Figure 15: breakdown of Amazon net sales by business segment, as a % of total sales, 2019–22
  Figure 16: Amazon quarterly net sales growth, by business segment, 2020–22
- Strong dollar weakens Amazon’s returns in Europe
  Figure 17: Geographic breakdown of Amazon revenues, 2019–22
- Amazon in Europe
  Figure 18: Amazon Europe big 5: Net retail revenues, excluding AWS, and GTV (gross transactional sales, including Marketplace) (excluding vat), 2017–22

MARKET DRIVERS

- The online market in France
- The market is rebalancing post-pandemic
- But 2022 declined year-on-year
  Figure 19: France: Estimated online spending (including VAT), 2017–22
- Clothing is the most popular category to buy online
  Figure 20: France: Where consumers are shopping, 2022
- Marketplaces are driving growth in the online sector
Technology market drivers

- Smartphone ownership is over 90%
  - Figure 21: France: Personal ownership of technology, 2021-22
- Shopping online with a smartphone has reached 62%
  - Figure 22: France: smartphone activities, 2021-22
- Price and cost issues are key motivators for shopping online
  - Figure 23: France: Important factors when shopping online, 2022

Economic market drivers

- Inflation and the Ukraine conflict are holding back post-COVID recovery
  - Figure 24: France: key economic projections, annual percentage change, 2019-25
- The conflict in Ukraine is hurting the French economy
- Inflation is the key concern for consumers and brands...
- But the French government has set a price shield on energy prices
  - ...which is continuing into 2023
- Employment has held up well
- Consumer spending power is reducing
  - Figure 25: France: Financial confidence trend data, 2022
  - Figure 26: France: Anticipated behaviour changes as a result of rising prices, 2022-23

AMAZON: IN THE FRENCH MARKET

- Figure 27: Amazon France: estimated net sales and gross transaction values (GTV), 2017-22
- Figure 28: France: Top 10 most visited e-commerce sites and applications in France, Q3 2022
- ...but faces strong competition
  - Figure 29: France: leading online retailers’ estimated shares of all online spending, 2021

WHO SHOPS WITH AMAZON?

- Figure 30: France: Amazon’s consumer penetration*, 2022
- Demographic profile of Amazon shoppers
  - Figure 31: France: Amazon’s consumer penetration*, by age, generation group and financial situation, 2022

PRODUCTS PURCHASED VIA AMAZON

- Electricals are the most shopped category
- A third have shopped for fashion
• Amazon Marketplace has broadened its offer
  Figure 32: France: products and services purchased via Amazon in the past year, 2022

• Gender differences in purchasing by product category
  Figure 33: France: products and services bought from Amazon in the last 12 months, by gender, 2022

• The more affluent shop most
  Figure 34: France: products and services bought from Amazon in the last 12 months, by income bracket (Net monthly household income), 2022
  Figure 35: France: products and services bought from Amazon in the last 12 months, by age group, 2022

AMAZON PRIME MEMBERSHIP

• Almost half have access to Prime services
  Figure 36: France: Amazon Prime membership, 2022

• Prime’s membership is heavily weighted toward younger consumers.
  Figure 37: France: Amazon Prime membership and access, by selected demographics, 2022

• Demographics of lapsed and non-Prime members
  Figure 38: France: Amazon Prime membership and access, by age, children and financial and housing situation, 2022

• Prime members shop more than non-members
  Figure 39: France: Purchases made via Amazon in the past year, by prime membership status, 2022

AMAZON PRIME SERVICES USED

• Delivery is the most used service

• Prime Video – an increasingly competitive sector

• A variety of less popular, but valuable services round out the offer
  Figure 40: France: Amazon Prime services used, 2022

• Potential with older members
  Figure 41: France: Amazon Prime services used, by age, 2022

• Prime service repertoires
  Figure 42: France: Amazon Prime services repertoires, 2022

ATTITUDES TOWARDS SHOPPING WITH AMAZON

• Speed of delivery motivates three quarters of Amazon shoppers

• Price
  Figure 43: France: Attitudes towards shopping with Amazon, price, convenience and range, 2022

What’s included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100
• Ethical and environmental attitudes towards shopping with Amazon
• Meeting the consumer’s rising ethical and environmental demands
• Consumer concerns about working conditions
• Shoppers fear they may be contributing to physical store closures
• French retailers fight back
• The state protects the books market
• French Days – a rival to Black Friday
• www.sauvonsnoscommercants.fr, (Let’s save our shopkeepers)
• Shopping with a guilty conscience
  Figure 44: France: Attitudes towards environmental and ethical concerns when shopping with Amazon, 2022
• Attitudes vary according to Prime membership
  Figure 45: France: Attitudes towards shopping with Amazon by Prime membership, 2022

APPENDIX – DATA SOURCES, CONSUMER RESEARCH METHODOLOGY AND ABBREVIATIONS

• Abbreviations
• Consumer research methodology
• Data sources
About Mintel

Mintel is the **expert in what consumers want and why**. As the world’s leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow. To find out how we do that, visit [mintel.com](http://mintel.com).