

# Amazon: Creating an Ecosystem - France - 2023

Report Price: £2195 | \$2995 | €2600

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## 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**

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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.



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