

ECOMMERCE COUNTRY FACTSHEET

France

Population - 65.3 million
Capital - Paris
Currency - Euro
Main language - French



5.9%

The eCommerce revenue is expected to show an annual growth of 5.9%, resulting in a market volume of 72m USD by 2025

46.2m

Amount of eCommerce users in France 2020

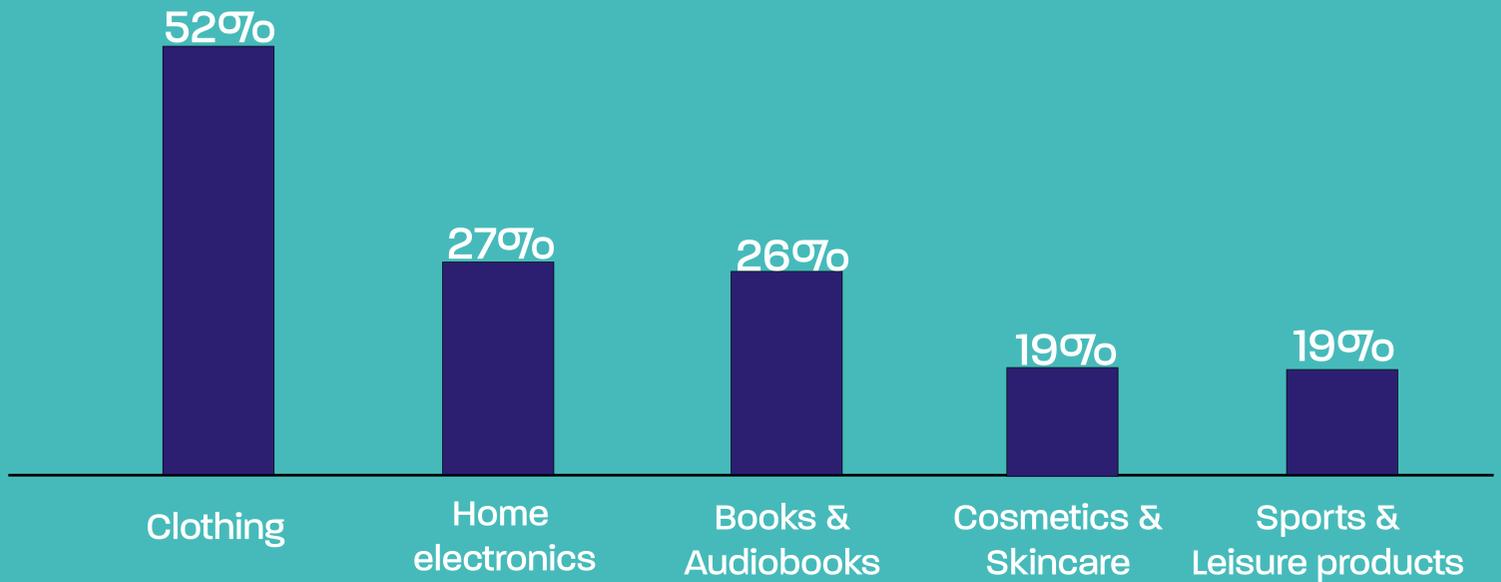
82%

With an 82% share of french digital market eCommerce generated the highest digital revenue in 2020

112.2bn
Euro

Total eCommerce revenue in 2020 was 112bn Euros

Sectors French consumers are most interested in...



The most successful online shops are...

- * Amazon.com
- * Leboncoin
- * Cdiscount

Other retailers include: Ebay, Aliexpress & LeroyMerlin.

Delivery methods offered by leading online retailers...

- * Home delivery
- * Parcel drop off point
- * Click & Collect

Other delivery methods include: e-reservation, pickup points & workplace delivery

49.3bn
Euro

The growth in eCommerce revenue from 2015-2020 was around 49bn Euros

3m

The number of eCommerce users is expected to increase in France by 2025

17,129.2m
USD

The market share fashion held in France 2020