

# FRENCH E-COMMERCE

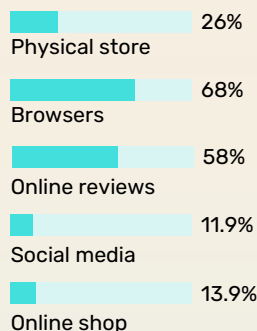
What you need to know to sell online in France

## POPULATION

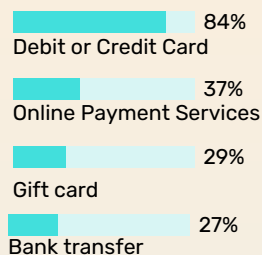
**68.6 MILLION**

France has a robust economy, rich cultural heritage, and leadership in luxury goods, aerospace, and technology. With a booming e-commerce sector, it is a key player in Europe's digital market, offering great potential for businesses that prioritise convenience, personalisation, and transparency for their tech-savvy consumers.

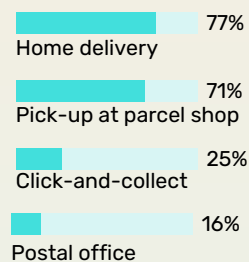
## HOW WE INVESTIGATE BEFORE WE PURCHASE



## HOW WE PREFER TO PAY ONLINE



## PREFERRED DELIVERY METHODS



TOTAL VALUE OF THE ONLINE MARKET IN 2024:

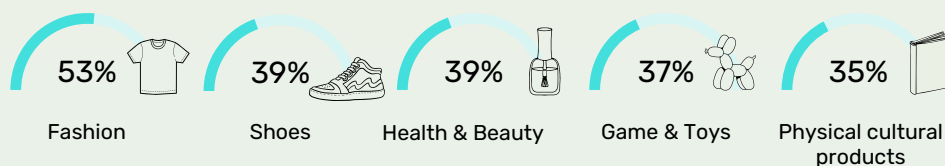
**175.3 billion EUR**



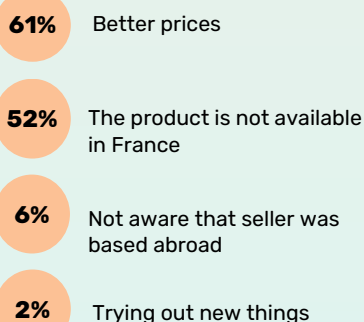
**70 %**

of adults are shopping online

## WHAT FRENCH BUY ONLINE



## THE MOST COMMON REASONS FOR FRENCH TO PURCHASE ABROAD



## WHAT YOU SHOULD DO TO BE SUCCESSFUL

French consumers look for transparent information, including Terms & Conditions, when online shopping. Providing all details in French is crucial for trust and clarity. Offering multiple delivery options and preferred payment methods, like PayPal and credit cards, aligns with local expectations, boosting credibility.



## WHAT WILL HURT YOUR CONVERSION RATE

For French consumers, failing to provide customer support in French can lead to frustration and loss of business. A French website alone isn't enough; a fully localised experience is essential to build trust and encourage repeat customers.

**68 EUR**

Average value of online basket in 2024

## GET LOCAL MARKETING INSIGHTS

[Local Marketing Calendar](#)

## SOCIAL MEDIA NUMBERS

