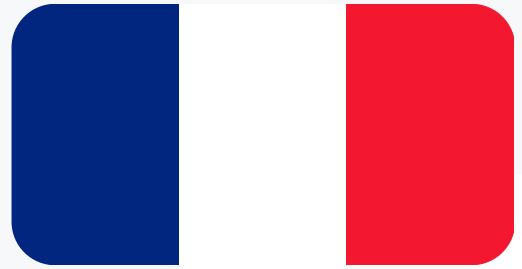


International online purchasing trends France Shoppers



Consumers in France want better prices, the latest products and unique items and they are no longer limited to local markets. For businesses wanting to expand their customer base, seeking opportunities in foreign markets is an ideal. However, it's vital they understand the market to attract and retain shoppers.

This fact sheet delivers an overview of our research findings from UK online buyers and will provide businesses an insight into customer habits, expectations and concerns.

€41,699m

France's estimated
ecommerce revenue
in 2020²

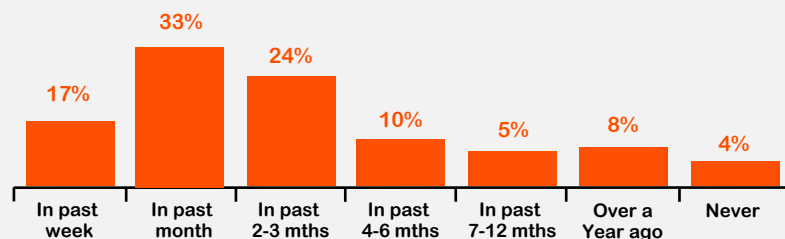
France is a prominent country in the
ecommerce world. Part of Western
Europe, it's adjacent to major countries
like Germany, Italy and Spain¹

No. 6

in Global
eCommerce market
list³



Frequency of purchases



96% of shoppers in France had made an online purchase from
abroad in the last 12 months



74% having made a purchase in the last 3 months

Advantages and disadvantages of cross border purchase

✓ Among the customers who buy from abroad, 66% do so to take advantage of better prices, 59% to gain a product not available locally and 49% to access a unique product.

✗ 66% of international shoppers in France were concerned about longer delivery times, 51% about receiving low quality or fraudulent goods and 42% about complex return procedures.



French purchasing habits

The majority of shoppers have purchased an item from:



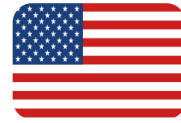
China
(70%)



UK
(38%)



Germany
(38%)



USA
(22%)

Over half of French international customers purchased **fashion items** such as clothing, shoes & accessories.



54% - clothing, shoes & accessories.



44% - electronics & telecoms



33% - household items



26% - entertainment products

The most popular retailer websites & payment options in France

1. Amazon (77%)

2. AliExpress (29%)

3. eBay (27%)



1. PayPal (58%)

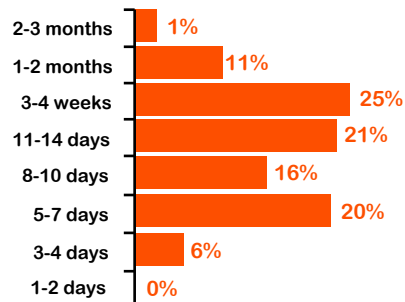
2. Credit card (34%)

3. Debit card (19%)



Expectations and concerns

Although 66% claim that longer **delivery times** are a disadvantage of shopping abroad, the French are quite tolerant with longer delivery times. On average **14.4 days for delivery** is acceptable.



27% of French customers cited the cost and complexity of import and custom taxes as a disadvantage of international buying.



42% said a complex returns process was a concern when purchasing from abroad and **23%** check the return policy.

“French marketplace can be characterized by high Internet penetration, growing mobile services and a modern delivery structure. The market is relatively mature, but still full of opportunities for online sellers”⁴

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1 <https://ecommercenews.eu/e-commerce-in-europe/e-commerce-france/>

2 <https://www.statista.com>

3 https://www.worldretailcongress.com/__media/Global_e-commerce_Market_Ranking_2019_001.pdf

4 <https://www.webinterpret.com/uk/blog/e-commerce-france-definitive-guide/>