

# E-Commerce in FRANCE



## MARKET OVERVIEW



Population:	67 Million
GNI per Capita:	US \$42,400
Ease of Doing Business:	Rank 32 / 190 Score 76.8 / 100
Logistics Performance Indicator:	Rank 16 / 160 Score 3.9 / 5
Currency:	Euro €
Free Trade Agreement:	CETA
Official Language:	French
Domain:	.fr

Internet Inclusivity:

Rank 9 / 100

E-Government Development:

Rank 19 / 193

% of Internet Users:

83%

Top 3 Search Engines:

Google 92%, Bing 4%, Yahoo! 1%

Social Media Stats:

Facebook 70%, Pinterest 19%, Twitter 5%, YouTube 2%, Instagram 2%, Tumblr 0.4%

Mobile vs Tablet vs Desktop:

Desktop 51%, Mobile 45%, Tablet 4%

Level of Cross-border E-commerce:

40%

E-commerce Market Value:

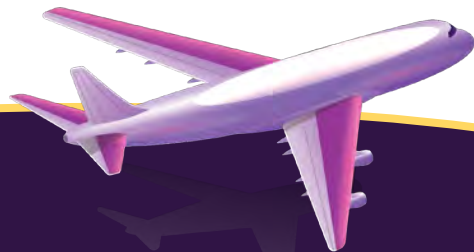
€104.2 billion

E-commerce Payment Methods:

Bank cards 75%, online wallets 21%, others 4%

Top Payment Services:

PayPal, Amazon, Pay, Apple Pay



## E-COMMERCE TRENDS



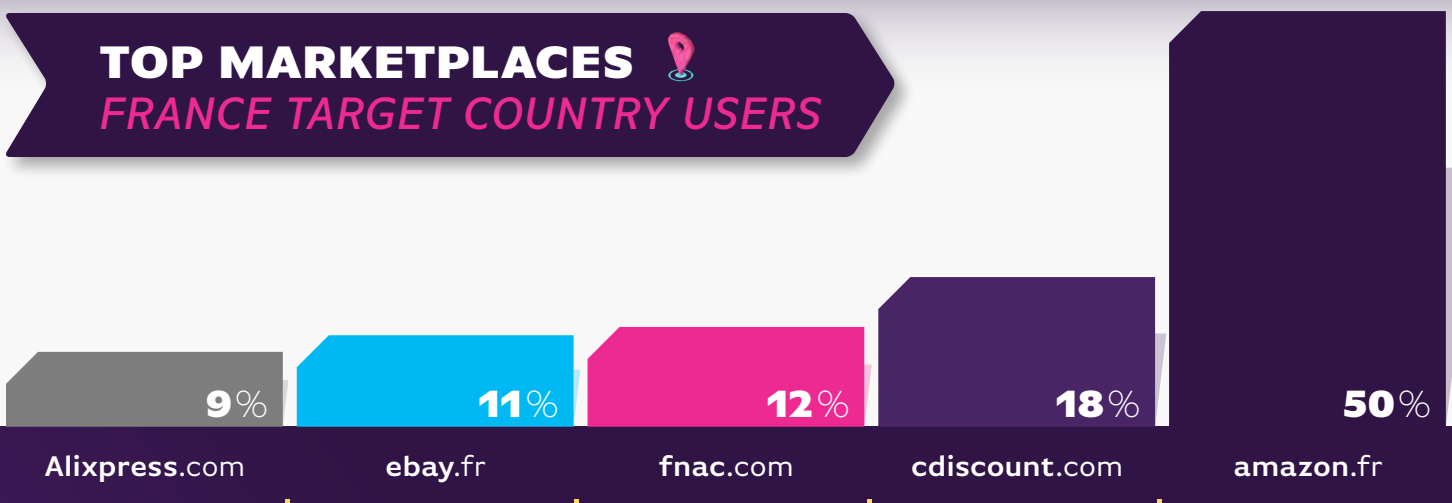
- The COVID-19 pandemic has been an accelerator for e-commerce in France
- By the end of Q2 (2020), the e-commerce market grew by 45.7%
- Apart from tourism, a heavyweight in e-commerce, all sectors have benefited
- Starting with food expenses, up 53%, thanks to the development of drive-through sales
- The clothing sector has grown by 11% in the first seven months of 2020



## TOP MARKETPLACES



FRANCE TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
<a href="#">amazon.fr</a>	B2B / B2C	Horizontal-everything	Commission model, subscription model, advertising on the website <i>Selling on Amazon's European Marketplace</i>
<a href="#">cdiscount.com</a>	B2B/B2C/C2C	Horizontal-everything	Commissions model based on product category <i>Cdiscount Sell Online on the Leading French E-commerce Site</i>
<a href="#">fnac.com</a>	B2C/C2C	Horizontal-everything	Commissions model & subscriptions model <i>Fnac Become one of our Marketplaces Seller</i>
<a href="#">eBay.fr</a>	B2C / C2C	Horizontal-everything	Fee based on transaction cost <i>eBay Selling Internationally</i>
<a href="#">aliexpress.com</a>	B2C	Horizontal-everything	Commission based on product category <i>Aliexpress Global selling</i>

# E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *JCD Logistique La Poste Asendia DPD Group*
- E-commerce Payment Processors: *Hipay Cofidis Retail Lyra Payplug*
- Digital Marketing Providers: *Else & Bang Kexino Sid Lee Acti*
- E-commerce Platform Providers: *Prestashop Shopify*

# E-COMMERCE RELATED LEARNING RESOURCES

## Atlantic Online Global Program

- § *Website Localization*
- § *Online in Europe*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

## Trade Commissioner Services

- § *Doing Business in France*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

## Market Resources

- § *Complete Guide to GDPR Compliance*
- § *New EU Rules on E-commerce*

## Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

## Business Development Bank of Canada

- § *E-commerce Toolkit*

## Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

# FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

## Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

## Other programs

- § *LearnSphere*

## Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

