

Clicks, carts & conversions in France

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

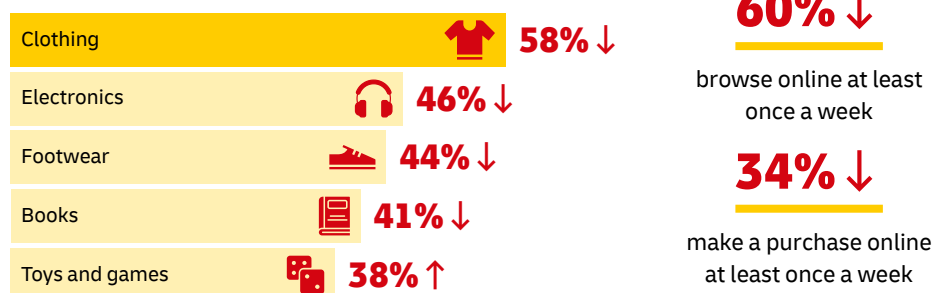
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic French market

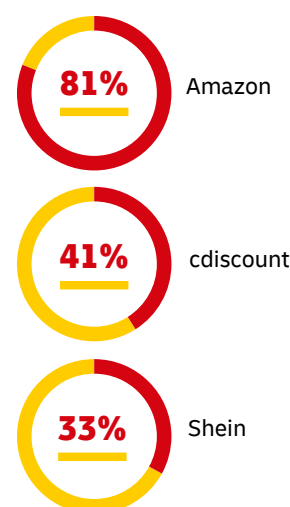


What do they buy?



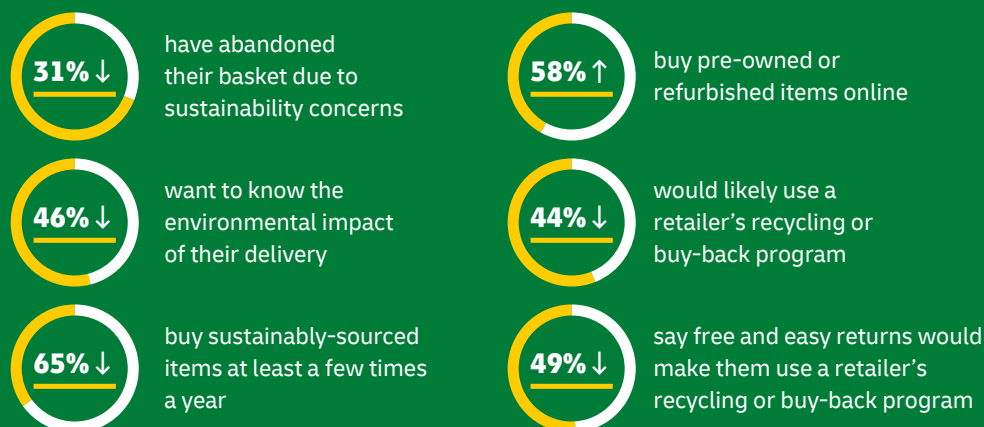
96% ↓ buy from marketplaces

Which ones do they buy from the most?

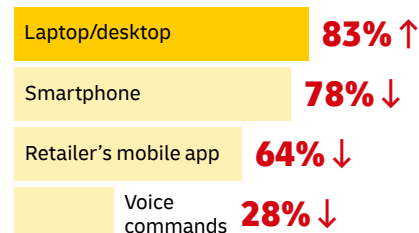


The shift to more sustainable choices

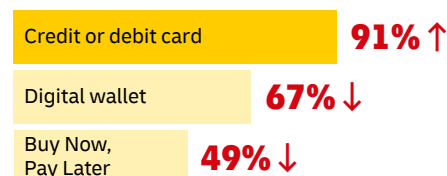
2 in 5 French shoppers say sustainability will become more important to them in the next five years.



What device do they use?



How do they pay?



Social shopping

49% of French shoppers have made a purchase on social media, and 48% say it could become their top shopping destination by 2030.

74% ↓

say trends or viral products influence their buying decisions

52% ↓

are interested or somewhat interested in live-streamed shopping events

55% ↓

say free delivery and returns would increase their confidence to buy on social media

What are their delivery and returns expectations?

78%↓ of French shoppers will abandon their basket if not offered their preferred delivery options, and 77% ↓ if not offered their preferred returns options.

Delivery preferences

Home delivery **53% ↓**

Parcel shop **28% ↑**

Parcel locker **9% ↓**

If they're not home to receive their parcel, they prefer to:

Redirect to a parcel shop **40% ↑**

Change the delivery day **29% ↑**

Redirect to a safe place **14% ↓**

Returns preferences

Parcel shop **72% ↑**

Parcel locker **17% ↓**

Home collection **11% ↓**

What are their return label preferences?

Label included in their parcel **54% ↓**

Print-at-home label **28% ↑**

Scan a QR code at drop off **18% ↓**

62% ↓

have returned an item to an online retailer

91% ↓

return up to 30% of their purchases

28% ↓ track and redirect their deliveries using the delivery provider's app.
28% ↑ use the retailers' website.

Who buys from France?



Italy

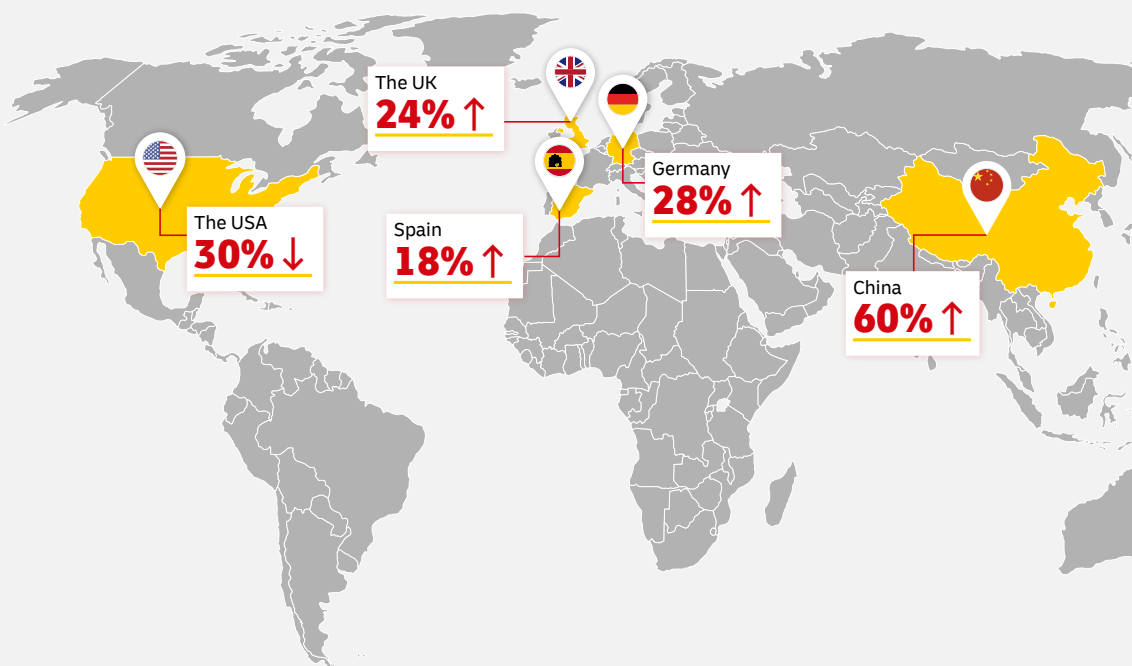


Spain



Germany

Where does France buy from?



59% ↑

buy from other countries to get lower prices

37% ↓

don't buy from other countries because of long delivery times

53% ↓

say free delivery would encourage them to buy cross-border

What does it take to win over French shoppers?

42% ↑

say having to pay for returns frustrates them

73% ↑

say free delivery would improve their online shopping experience

3 in 4

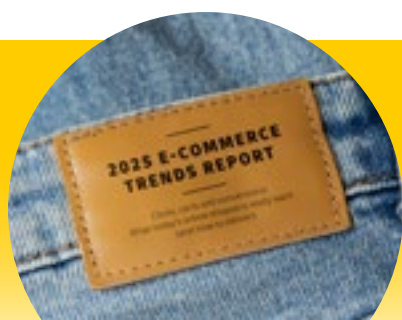
won't buy from an online retailer if they don't trust the delivery or returns provider

27% ↓

have abandoned their basket because of unexpected customs charges

57% ↑

mainly buy from online retailers that offer free returns



Unpack even more global insights...