

FRANCE ECOMMERCE OUTLOOK

2016 UPDATE

LENGOW





/ A SOLID BACKGROUND

With a turnover of 65 billion euros, France is a leading country in Europe and offers great perspectives to merchants

France counted **120 000 commercial websites** in 2015, and ecommerce represented **7% of retail business**. **57% of emERCHANTS sell internationally!**

2016 forecasts: **14% growth of internet sales > 70 billion €.**

According to INSEE, ecommerce in France is the **“major phenomenon of the last 15 years”**.

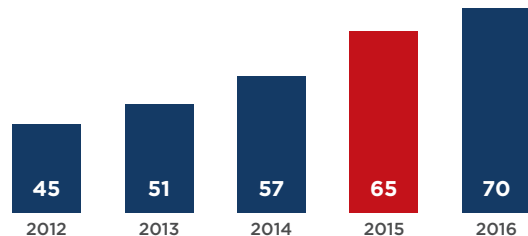
TOP 10 ECOMMERCE COUNTRIES TURNOVER

(IN €BN - 2015)

1	CHINA	531,0	6	GERMANY	59,7
2	USA	308,1	7	SOUTH KOREA	35
3	UK	157,1	8	CANADA	25,1
4	JAPAN	102,1	9	RUSSIA	20,5
5	FRANCE	64,9	10	AUSTRALIA	19,8

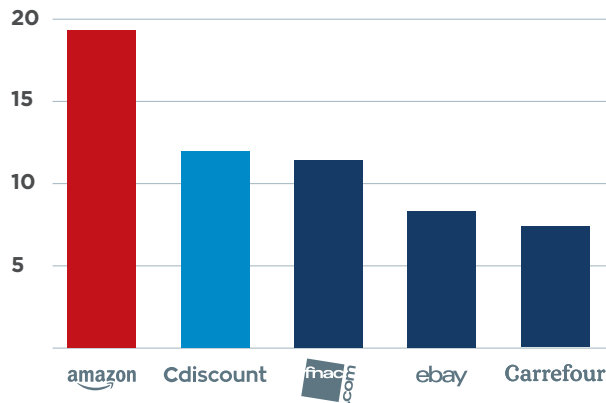
ECOMMERCE SALES IN FRANCE

(IN €BN - 2012 TO 2016)

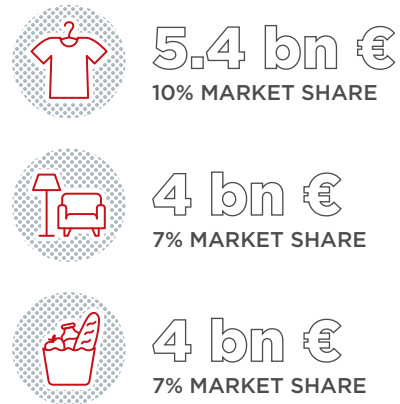


MAJOR OPPORTUNITIES

TOP 5 VISITED ECOMMERCE WEBSITES IN FRANCE



TOP 3 MASS-MARKET PRODUCTS



€ 3 bn
is the volume of sales for
marketplaces in 2015.

95%
of the french web users have
already used a marketplace.

10/15
Among the 15 most visited websites
in France, 10 are marketplaces,
and most of them are local.

9%
is the share of marketplaces
in the ecommerce market.

/HOW THE FRENCH SHOP ONLINE

36.3 million
average spending per eshopper

82%
of french internet users shopped
online in 2015

50%
of french ebuyers shop
from foreign websites



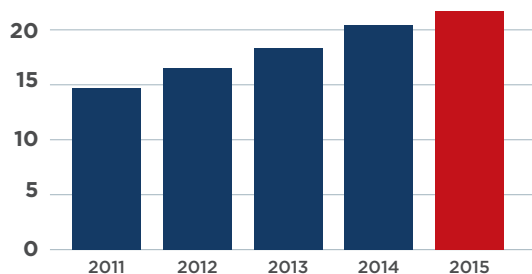
MOST POPULAR ONLINE PAYMENTS METHODS

83% CREDIT &
DEBIT CARD

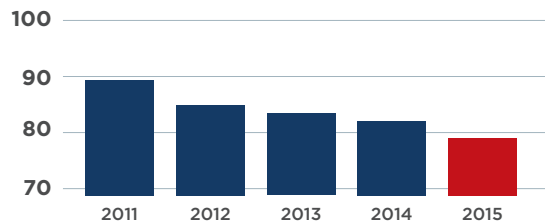
16% PAYPAL

1% AMERICAN
EXPRESS

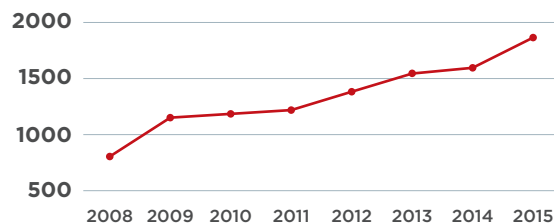
AVERAGE NUMBER OF ONLINE PURCHASES PER YEAR



AVERAGE SHOPPING CART IN FRANCE (€)



AVERAGE EXPENSES ONLINE PER BUYER / YEAR (€)



/ INCREASINGLY CONNECTED CONSUMERS



**INTERNET
USAGE**

50 million

web users.

8/10

houses own a computer.

62%

of the population uses a smartphone.

1/3

houses own a tablet.



**MCOMMERCE
OPPORTUNITIES**

30%

increase of mobile commerce
sales.

7 Bn €

Estimated mobile ecommerce sales
in 2015.

6 million

of french consumers have
already bought with a mobile.

With Lengow sell your
products on every major
french channels and
globally

Cdiscount

NetAffiliation
by twinto

criteo.l

amazon

ebay



leGuide.com



La Redoute

Rakuten group
PRICE MINISTER.COM





Lengow is the ecommerce automation solution that helps brands and distributors improve their performance, automate their business processes and grow internationally. Intuitive and innovative, the Lengow platform is the key that opens the door to strong profitability and visibility for products sold by online retailers around the world on all distribution channels: marketplaces, comparison shopping engines, affiliate platforms and display/retargeting. With more than 1,800 partners that have been collaborating with Lengow since 2009, the SaaS solution offers a powerful ecosystem to the 3,600 merchants that use it in 45 countries across the globe.



CONTACT US
FOR A DEMO
OF OUR SOLUTION



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