B TO C E-COMMERCE

The Fevad Research Department performs, in-house or with different partners (official national and sectoral statistics institutes, survey and opinion institutes, professional federations…) permanent oversight of the economic performance of e-commerce markets. Each year it publishes a summary of the main data.

◆ E-COMMERCE TURNOVER

In 2015, turnover grew 14% over 2014, with consumption still sluggish in 10 years; online sales have grown 675%.

€64.9 billion
+14% over 2014
source: Fevad ICE

835 million transactions online in 2015
+19% over 2014
source: Fevad ICE.

◆ M-COMMERCE TURNOVER (mobiles and tablets)

Sales on mobile phones continue to grow fast: In 2015 they reached 6.5 billion. On leader sites, sales on mobile phones and tablets represent almost 25% of total sales.

€6.4 billion
+40% over 2014
source: Fevad ICE.

◆ E-BUYERS, M-BUYERS

The number of French people buying online is up: + 850,000 buyers over one year.

35.5 million French people shop online
78.3% of internet users
source: Médiamétrie - Observatoire des Usages Internet Q1 2016.

6.6 million French people have already made a purchase from their mobile phone.

◆ E-COMMERCE MARKET SHARE

E-commerce continues to win market share; it represents + 7% of retail commerce. Several business sectors have already passed the 20% bar.

E-commerce market share and turnover by sector (estimates)

<table>
<thead>
<tr>
<th>Sector</th>
<th>2015 Market share</th>
<th>2015 TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>18.7</td>
<td>43%</td>
</tr>
<tr>
<td>Cultural products</td>
<td>33%</td>
<td>3.0</td>
</tr>
<tr>
<td>Household textiles</td>
<td>25%</td>
<td>0.7</td>
</tr>
<tr>
<td>Games/ toys</td>
<td>22%</td>
<td>0.7</td>
</tr>
<tr>
<td>Hi-tech household equipment</td>
<td>21%</td>
<td>2.8</td>
</tr>
<tr>
<td>Household equipment</td>
<td>17%</td>
<td>1.3</td>
</tr>
<tr>
<td>Clothing</td>
<td>15%</td>
<td>4.2</td>
</tr>
<tr>
<td>Furniture</td>
<td>12%</td>
<td>1.1</td>
</tr>
<tr>
<td>Shoes</td>
<td>11%</td>
<td>1.0</td>
</tr>
<tr>
<td>Sportswear</td>
<td>10%</td>
<td>1.1</td>
</tr>
<tr>
<td>Health and beauty</td>
<td>8%</td>
<td>0.7</td>
</tr>
<tr>
<td>Watches and jewellery</td>
<td>7%</td>
<td>0.4</td>
</tr>
<tr>
<td>Drive mass consumption products</td>
<td>4%</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Sales on mobile phones continue to grow fast: In 2015 they reached 6.5 billion. On leader sites, sales on mobile phones and tablets represent almost 25% of total sales.
**E-COMMERCE AND JOBS**

In 2014, the number of direct jobs in companies with over 10 people totalled 112,000 jobs. According to the Fevad/LSA performed on leader sites, over half saw their workforce increase during 2015. 1 company in 2 also envisages an increase in 2016.

**112,000 e-commerce jobs in 2014**

source: Insee, TIC 2014 survey, number of full-time equivalent employees in e-commerce players.

**E-RETAILERS**

The growth in e-commerce is still strongly driven by growing supply; in 2015 there were over 182,000 active webshops, up 16% in a year. The FEVAD estimates that the bar of 200,000 active trading sites should be passed in 2016.

![Number of active webshops (in thousands)](image)

source: Fevad iCE.

**Top 5 of the most visited webshops in France**

<table>
<thead>
<tr>
<th>Webshop</th>
<th>Rank</th>
<th>Average unique visitors per month</th>
<th>Average cover (in % of Internet users)</th>
<th>Average unique visitors per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>1</td>
<td>18,134,000</td>
<td>37.9%</td>
<td>2,010,000</td>
</tr>
<tr>
<td>Cdiscount</td>
<td>2</td>
<td>11,175,000</td>
<td>23.4%</td>
<td>947,000</td>
</tr>
<tr>
<td>Fnac</td>
<td>3</td>
<td>9,328,000</td>
<td>19.5%</td>
<td>668,000</td>
</tr>
<tr>
<td>e-Bay</td>
<td>4</td>
<td>8,116,000</td>
<td>17%</td>
<td>984,000</td>
</tr>
<tr>
<td>Voyage SNCF</td>
<td>5</td>
<td>6,440,000</td>
<td>13.5%</td>
<td>466,000</td>
</tr>
</tbody>
</table>


**Concentration of e-commerce TO**

E-commerce TO remains concentrated, according to the Fevad. 85% of TO passing through 5% of trading sites (or around 9,000 sites).

For the 1st time in the Fevad/Médiamétrie e-commerce ranking, a trading site has passed the bar of 2 million unique visitors a day.

**Typology of webshops by number of transactions per year**

- 100 transactions
  - From 100 to 1,000: 44%
  - From 1,000 to 3,000: 34%
  - From 3,000 to 10,000: 11%
  - From 10,000 to 100,000: 6%
  - From 100,000 to 1 million: 4%
  - Over 1 million: 0.5%
  - Over 1 million: 0.1%

source: Fevad iCE.
B TO C E-COMMERCE

◆ MARKET PLACES
Market places play an increasingly more important role in French e-commerce. Turnover realised via market places is estimated at over 3 billion Euros.

34% of Internet users have made a purchase in market places over the last 6 months
source: Observatoire du consommateur connecté Fevad/Médiamétrie June 2016

29% of key players in the online sales sector use a retail website or market place

Turnover reached on market places

9% of online product sales in 2015
source: Fevad iPM.

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover reached on market places in billion €</th>
<th>Share of online product sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1.3</td>
<td>6%</td>
</tr>
<tr>
<td>2013</td>
<td>1.7</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>2.3</td>
<td>8%</td>
</tr>
<tr>
<td>2015</td>
<td>3.1</td>
<td>9%</td>
</tr>
</tbody>
</table>

source: Fevad iPM, estimations.

◆ PURCHASING BEHAVIOUR
The reduction in the average basket confirms the normalisation of online purchasing, which each year is rapidly catching up with the average amount of purchases made by French people on other e-commerce circuits.

€78 average amount of a transaction
source: Fevad iCE.

On average 22.9 online transactions and €1,780 per buyer in 2015
source: Fevad iCE.

◆ E-COMMERCE, BRICKS AND MORTAR
MOBILITY AND SOCIAL MEDIA
Online/bricks and mortar complementarity increasingly visible at each stage of the purchasing process.

Web to store
69% of in-store buyers have researched online before buying in store

Store to web
52% of online buyers have researched in store before buying online

Mobility and store

44% Use my mobile to flash QR-codes and/or bar codes on an advert, a magazine, a bulletin board...

43% Use my mobile in store to find my way around the shelves, compare prices, check out customer opinions, check out the technical characteristics of a product

32% Authorise my geo-localisation to receive personalised promotional campaigns nearby

31% Use my mobile to contact social media when I buy something (Check a Facebook page, read reviews, make a comment, post a photo...)

29% Being in store, but making the purchase on my mobile

In % of buyers with a mobile phone

Customer reviews

49% of Internet users have consulted user reviews online to help them choose which product to buy or which site to make their purchase on

The Internet is increasingly a factor when deciding on purchases. 1 Internet user in 2 checks out reviews before buying.

49%
**PRODUCTS AND SERVICES PURCHASED**

<table>
<thead>
<tr>
<th>From a computer</th>
<th>From a Smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>12%</td>
</tr>
<tr>
<td>Adult clothing, Children</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td>8%</td>
</tr>
<tr>
<td>Technical products, household appliances</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td>5%</td>
</tr>
<tr>
<td>Travel/ tourism (excluding train tickets)</td>
<td></td>
</tr>
<tr>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>Cultural products</td>
<td></td>
</tr>
<tr>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>Health/ beauty</td>
<td></td>
</tr>
<tr>
<td>25%</td>
<td>4%</td>
</tr>
<tr>
<td>Home-wear</td>
<td></td>
</tr>
<tr>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>Games and toys</td>
<td></td>
</tr>
<tr>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Spare parts and auto/moto equipment</td>
<td></td>
</tr>
<tr>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Sporting goods and equipment</td>
<td></td>
</tr>
</tbody>
</table>

In % of buyers over the last 6 months

**SOCIAL COMMERCE**

Social commerce has boomed over the last few years. Over one Internet user in 2 declares they want to use it in 2016.

39% of buyers used collaborative sites in 2015

62% plan to use it in 2016

- Private holiday lets
  - 34%
  - 21%
- Grouped purchases online directly from producers (AMAP, Fruits and vegetables...)
  - 32%
  - 9%
- Car sharing organised online (BlaBlaCar...)
  - 29%
  - 17%

You used this online service in 2015
You envisage using it in 2016


As a seller

16% used it in 2015
27% intend to use it in 2016


**PAYMENT**

<table>
<thead>
<tr>
<th>METHOD</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Card</td>
<td>80%</td>
</tr>
<tr>
<td>Online portfolio</td>
<td>42%</td>
</tr>
<tr>
<td>Gift voucher</td>
<td>28%</td>
</tr>
<tr>
<td>Virtual Carte bleue</td>
<td>16%</td>
</tr>
<tr>
<td>Payment by instalment without charges</td>
<td>15%</td>
</tr>
<tr>
<td>Direct debit</td>
<td>14%</td>
</tr>
</tbody>
</table>

In % of buyers over the last 6 months

**DELIVERY**

Delivery has become a true marketing lever in e-commerce, particularly via alternative delivery methods (“same day”) or premium type services (subscription)

- Delivery straight to your door
  - 86%
- Delivery to pick-up point
  - 68%
- Withdrawal or release in the brand’s store
  - 25%
- Post offices
  - 25%
- Delivery to the workplace
  - 12%
- Consignment
  - 8%

In % of buyers over the last 6 months

450 million packages in 2015
source: Fevad estimate.

**Click-to-possession** (in calendar days)

For the first time, thanks to its e-commerce logistics intelligence unit, the Fevad is publishing a series of key indicators for logistics such as “click-to-possession”, average time from ordering to receipt of the package. The unit’s data is available on the Fevad site.

5.3 days on average
source: Observatoire logistique e-commerce Fevad, data from January 2015 to February 2016.
E-COMMERCE IN EUROPE

Europe is the 3rd biggest e-commerce market worldwide, behind China and the United States. Two thirds of sales in Europe are made in the United States, France and Germany. The potential for growth in Europe remains high because 15% of European e-buyers purchase online from foreign sites. At the level of Fevad members, over 60% of companies sell abroad.

E-COMMERCE WORLDWIDE

China has overtaken the United States to assume global leadership. In e-commerce compared with the population, the United kingdom is the world’s largest market.

€1,988 billion in 2015
O/w 12% cross border sales (€240 billion)

Top 5 European countries

1 UNITED KINGDOM 157.0 173.7
2 FRANCE 64.9 71.4
3 GERMANY 5977 66.9
4 SPAIN 18.2 21.0
5 ITALIE 16.6 19.1

E-commerce B to C turnover in billion €
source: Ecommerce Europe.

B to C e-commerce turnover in billion € in 2015; China: B to C and C to C
source: Ecommerce Europe (estimates).

Top 5 countries worldwide

1 CHINA 691
2 UNITED STATES 537
3 UNITED KINGDOM 157
4 JAPAN 96
5 FRANCE 65

Despite Internet connection rates equivalent to the European average (83%), levels of e-buyers in France are 12 points below the European average (65% versus 53%).

52% products,
48% services

8% of retail commerce

+ 4.2 billion packages a year
+ 750,000 webshops
296 million buyers online
57% of Internet users

+ 2.5 million jobs created
by e-commerce
(direct and indirect jobs)

(2016)

Top 5 European countries

1 BELGIUM 86%
2 SPAIN 69%
3 ITALY 64%
4 GERMANY 57%
5 UNITED KINGDOM 53%

Top 5 European countries

1 BELGIUM 86%
2 SPAIN 69%
3 ITALY 64%
4 GERMANY 57%
5 UNITED KINGDOM 53%

source: Baromètre Fevad/LSA, performed on leading sites, March 2016.

CROSS-BORDER

The cross-border phenomenon in France (buy/sell) is expanding. This should increase in coming years, particularly under the aegis of European policy (Digital Single Market Strategy) which seeks to establish a true European internal market in the digital field and in e-commerce in particular.

46%
of Internet users have already bought something online from abroad

50%
of players in online sales established in France get orders from customers located abroad
source: Insee, TIC 2014 survey, all business, except financial sector, 10 or more people employed.
Inter-company e-commerce is a key challenge for the future of e-commerce, but also for the French economy in general bearing in mind its impact on the competitiveness of all economic players. According to estimates*, it already represents a market of 500 billion Euros, and still has significant growth potential that should be realised in coming years.

**B TO B E-COMMERCE MARKET SHARE**

Inter-company e-commerce already weighs 18% of the total amount of sales to professionals. Excluding business trips, the weight of e-commerce in all sales is 11%.

**2010**
- **13%**
- **8%**
**2015**
- **11%**
- **18%**
**2020**
- **16%**
- **24%**

**2010 Projection for 8 business sectors**

Inter-company electronic transactions (from an e-commerce site or from personalised digital solutions) could make up almost a quarter of sales by 2020.

**B TO B E-COMMERCE IN EUROPE**

Values of electronic B to B sales by country (in billion €)

- **GERMANY**
  - Web: 136
  - EDI: 734
- **UNITED KINGDOM**
  - Web: 228
  - EDI: 430
- **FRANCE**
  - Web: 55
  - EDI: 330

**25% of companies with over 10 employees buy online (web or EDI)**

**21% of companies with less than 10 employees buy online**

<table>
<thead>
<tr>
<th>Category</th>
<th>10 employees</th>
<th>20 to 49</th>
<th>50 to 249</th>
<th>250 to 499</th>
<th>500 and above</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>- 10 employees</strong></td>
<td>21%</td>
<td>23%</td>
<td>26%</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>From 10 to 19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>From 20 to 49</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>From 50 to 249</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>From 250 to 499</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500 and above</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47%</td>
</tr>
</tbody>
</table>

**E-BUYERS**

According to the Insee, just over 20% of all French companies make purchases electronically (via a website or via EDI). Electronic purchases are more common in larger companies, mainly due to the use of EDI.

EDI: sdigital data exchange system.

* Fevad Study "Digital transition and B to B commerce" - 2015

**2020 PROJECTIONS**

for 8 business sectors

Inter-company electronic transactions (from an e-commerce site or from personalised digital solutions) could make up almost a quarter of sales by 2020.

**18% of the total B to B sales in 2015**

**7% from an e-commerce site**

**11% from an e-procurement solution**

Source: Source: Fevad/DGE research into digital transition & B to B commerce realised by Next Content in collaboration with the Crédoc October 2015.

**Sale of B to B e-commerce sales by sector**

- Travel, transport: 53%
- Boating equipment/supplies: 33%
- Computer equipment: 30%
- Medical equipment/supplies: 25%
- Tyres: 25%
- Industrial/commercial/service supplies and equipment: 21%
- Automobile parts and equipment: 13%
- Equipment and supplies/HCR: 9%
- Materials and equipment/construction: 5%
- Foodstuffs/HCR: 2%

Source: Fevad/DGE research into digital transition & B to B commerce realised by Next Content in collaboration with the Crédoc October 2015.

**2012 data for companies with less than 10 employees.**

**From 10 to 19**
- 23%
**From 20 to 49**
- 26%
**From 50 to 249**
- 31%
**From 250 to 499**
- 40%
**500 and above**
- 47%
