Key figures e-commerce

2021

Fédération e-commerce et vente à distance

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BtotC E-commerce

13.1%
of retail trade*
(*) Excluding fuels, pharmacies, and medical and orthopaedic products.
Source: Fevad with INSEE.

The year 2020 continued to be marked by the COVID-19 health crisis, which affected the entire economy. Overall, the e-commerce sector managed to maintain a positive balance sheet with annual growth of 8.5% compared to 11.7% in 2019. However, behind this development is hidden a very mixed picture. Firstly, sales of goods accelerated sharply, and secondly, services were hit hard by the sharp drop in travel and leisure sales online. Other highlights of the year included the increase in online purchases by the French and the growth of Internet sales by physical stores. For more details on the impact of COVID-19 on the sector, we invite you to read the section dedicated to it.

E-COMMERCE TURNOVER

The e-commerce sector, including goods and services, generated 112.2 billion euros in 2020. Internet sales grew by 8.5% compared to 2019 and an average of 13% a year over the previous four years. The health crisis, as well as the restrictive measures required over the year, greatly increased turnover from product sales, which only partly compensated for the drop in service sales due to the sharp drop in tourism, transport and leisure activities.

€112.2 billion
8.5% increase over 2019

32% increase in goods
10% decrease in services (of which a 41% drop in transport, leisure and tourism)

1.84 billion
transactions online in 2020
5.8% increase over 2019
Source: Fevad iCE.

E-COMMERCE TURNOVER
(in billions of euros)

Year	Growth rate	E-commerce turnover (goods and services)
2016	13.7%	71.5
2017	14.3%	81.7
2018	13.3%	92.6
2019	11.7%	103.4
2020	8.5%	112.2

● Growth rate
● E-commerce turnover (goods and services)
Source: Fevad iCE.

SHARE OF E-COMMERCE IN TRADE

E-commerce accounted for 13.1% of all retail trade in goods in 2020, an increase of 3.3% compared with 2019 and the usual average of 0.7% a year. The gain in market share was particularly pronounced in non-food sectors where physical shops were able to maintain some of their activity during lockdowns thanks to their Internet sales. The online food sector also recorded a significant increase, even though physical food shops remained open.

SHARE OF E-COMMERCE IN RETAIL TRADE

Year	Share of retail trade	Sale of goods online (in € billions)
2018	9.1%	42.2
2019	9.8%	46.0
2020	13.1%	60.6

● Share of retail trade
● Sale of goods online (in € billions)
Sources: Fevad with INSEE.

MARKET SHARE AND E-COMMERCE TURNOVER BY SECTOR

Sector	2020 turnover in billions of euros	Market share 2020	Market share 2019
High-tech household equipment	4.3	33%	27%
Household appliances	2.4	27%	21%
New physical cultural products	N/A	24	19%
Clothing	5.4	21%	15%
Consumer goods	10.7	11%	8%

● 2020 turnover in billions of euros
● Market share 2020
● Market share 2019
Sources: GfK (consumer panel for cultural products, distributor panels for household equipment), IFM, NielsenIQ Homescan.

E-BUYERS, MOBILE BUYERS

The context of the health crisis led to a new increase (the largest since 2015) in the number of online buyers, with 1.5 million new buyers among all populations. Today, 41.6 million French people buy online, i.e. 81.4% of Internet users. Online shopping has enabled many French people to continue to consume and purchase goods and services while limiting their exposure to health risks.

98%

of online buyers **were happy with their online purchases** in the past 12 months

Source: Fevad/Médiamétrie survey, October 2020.

41.6 million

French people **buy online**
1.5 million more compared to 2019
amounting to 81.4% of web users
(*compared to* 78.4% in Q4 2019)

Source: Médiamétrie - Internet Usage Observatory Q4 2020

PROFILE OF E-BUYERS

% of buyers by target group of Internet users

Men	82.8%
Women	80.1%
11-14 years old	31.3%
15-24 years old	87.9%
25-34 years old	90.9%
35-49 years old	91.6%
50-64 years old	81.3%
65 years old and above	73.8%
High-income group	93.6%
Low-income group	85.5%
Economically inactive	73.2%
Paris and Île-de-France	81.5%
Countryside	81.4%
Average	81.4%

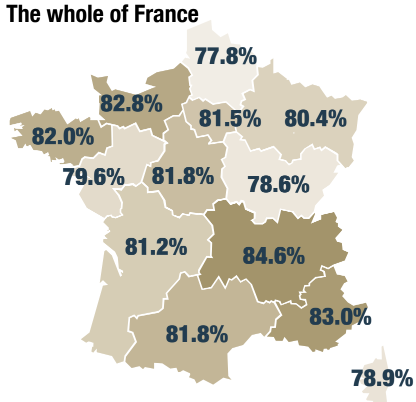
Source: Médiamétrie - Internet Usage Observatory Q4 2020.
Basis: Overall web users in the past month aged 11 and above.

REGIONAL PENETRATION

% of buyers by target group of Internet users

81.4%

The whole of France



Source: Médiamétrie - Internet Usage Observatory Q4 2020
Basis: Overall DM web users aged 11 and above.

VARIOUS DEVICES USED TO MAKE PURCHASES

39.6%

of multi-device e-buyers *compared to* 32% in 2019

Most common devices used

1	Computer	84.6%
2	Mobile phone	41.4%
3	Tablet	16.3%

Source: Fevad/Médiamétrie survey, January 2021.

17.1 million

French people make purchases from their mobile phone
(i.e. 41.4% of buyers)

Source: Médiamétrie - Internet Usage Observatory Q4 2020.

BtoC e-commerce

€61
Average transaction amount
2.6% increase over 2019
Source Fevad iCE.

FREQUENCY OF PURCHASE, GOODS AND SERVICES PURCHASED

Faced with the health crisis, the French bought online all the categories of goods they couldn't find in shops during lockdowns and many of them continued to do so between lockdowns rather than going back to the shops—for non-food and food products. The average transaction amount increased again after eight consecutive years of decline.

53.3%
of Internet users made a purchase in the past month (*compared to* 48.5% in Q4 2019)
Source Médiamétrie - Internet Usage Observatory - Q4 2020.

3.7
average number of online transactions per month (*compared to* 3.5 per month in 2019)
And **€2,700** per buyer over the year
Source Fevad - Médiamétrie/NetRatings.

GOODS AND SERVICES PURCHASED
As a % of web users

Fashion items and clothing	53.9%
Cultural products	50.1%
Health and beauty products	38.8%
Games and toys	37.7%
Shoes	35.5%
Technical/household goods	35.2%
Food and drinks	30.3%
Household products and home décor	29.7%
Travel tickets	27.1%
Trips	25.7%
Textiles and home textiles	25.4%
Music, books and online videos	23.8%
DIY and gardening	22.5%

Goods
Services

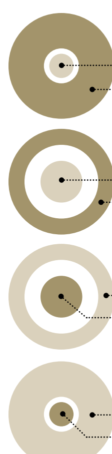
Source E-commerce study 2020, Fevad/Médiamétrie, January 2021.

BREAKDOWN OF BUYERS

The number of active merchant sites rose by 12% in 2020, despite many leisure and travel activities stopping. Traders started selling online, sometimes very quickly, to enable their customers to obtain their products. By accelerating online sales of products, the health crisis also enabled some players in the sector to improve their profitability.

12% increase
of merchant sites compared to Q1 2020
177,000 active merchant sites
Source Fevad iCE Q1 2021.

BREAKDOWN OF E-COMMERCE ACTIVITY BY SIZE OF E-MERCHANTS



Under €100,000 a year
1.5% of market turnover
73.2% of sites

€100,000 to €1 million a year
6.7% of market turnover
20.1% of sites

€1 to €10 million a year
17.3 % of market turnover
5.6 % of sites

Over €10 million a year
74.5% of market turnover
1.1% of sites

Turnover achieved independently or on behalf of third parties.
Source: Fevad iCE.

Nearly 200 sites generate over €100 million in turnover each year
(achieved independently or on behalf of third parties)
Source: Fevad iCE, January 2021.

PROFITABILITY OF SITES SELLING PRODUCTS

Sites with over 100 millions euros annually

75% profitable
12% break even

Sites with under 10 millions euros annually

65% profitable
23% break even

Source: Fevad/LSA survey, February 2021.

TOP 5 E-COMMERCE SITES PENETRATED
Number of customers: population extrapolation

1	Amazon	24,535,000	51.1%
2	Fnac	11,616,000	24.2%
3	Cdiscount	8,136,000	17.0%
4	E.Leclerc	7,022,000	14.6%
5	Veepee	6,756,000	14.1%

number of customers
share of e-buyers who have made a purchase on the site, all categories combined, over the past 12 months (at the end of September 2020).

Source: Fevad/Médiamétrie survey - reporting survey of shopping sites over the past 12 months by 4,000 Internet users aged 15 and over, conducted from 28/09/2020 to 06/10/2020.

E-COMMERCE AND EMPLOYMENT

Faced with enormous and sudden demand on the Internet, companies had to adapt quickly by reallocating certain jobs to online sales and/or increasing the number of staff assigned to e-commerce to keep up with the influx of orders. The ongoing health crisis and a shift in shopping habits should continue to support the creation of jobs in the sector in 2021.

53%
increased their workforce in 2020

Sites leaders with over 10 million customers: **56%**

SMEs sites with under 10 million customers: **49%**

And **57%** plan to recruit in 2021

Source Fevad/LSA survey, February 2021.

E-COMMERCE AND PHYSICAL COMMERCE: COMPARABLE LABOUR INTENSITY

Buying products online is as labour-intensive as buying offline. The average costs per full-time equivalent (FTE) of the two distribution channels are comparable.
Including indirect jobs in logistics, physical commerce and e-commerce are equally labour-intensive. **On average, one direct e-commerce job requires 1.2 additional indirect jobs.**

Source Economic and environmental impact assessment, Oliver Wyman, 2021.

193,000
jobs in 2020
(12% increase compared to 2019)
Source: Fevad estimate (from Insee-Esane).

E-COMMERCE AT THE SERVICE OF PHYSICAL SHOPS, VERY SMALL/SMALL AND MEDIUM ENTERPRISES AND LOCAL COMMUNITIES

During the year, many companies and retailers increased their digitalisation to offer their customers the possibility of continuing to buy and receive deliveries at home or to collect their orders in store (using click and collect). Internet sales enabled many physical shops that were closed during lockdowns to remain in business. Consumers, who found themselves experimenting with these new services or making greater use of them, are now in favour of this omnichannel approach by retailers, including their local shops.

PHYSICAL/DIGITAL COMPLEMENTARITY

Shopping sites over the past 12 months
As a % of e-buyers

84%
from pure player sites

71%
from physical retailer sites

Source: Fevad/Médiamétrie survey, August 2020.

ADVANTAGES OF E-COMMERCE SITES FOR PHYSICAL RETAILERS

As a % of e-buyers from physical retailers

For **48%**
possibility of finalising a purchase in store after starting it online

For **46%**
possibility of going to a shop to see a product before buying online

For **41%**
possibility of going to a shop and asking for after-sales service or advice from a salesperson

Source: Fevad/Médiamétrie survey, August 2020.

INTERNET PURCHASES FROM LOCAL SHOPS

68%
of e-buyers think local shops in town centres should **provide the option of ordering on the Internet**

Source Fevad/Médiamétrie survey, August 2020.

INTENTIONS TO BUY ONLINE FROM LOCAL TOWN CENTRE SHOPS

As a % of e-shoppers likely to to buy online

Cultural products	57%
Fashion items and clothing	56%
Food and mass market products	53%

Source Fevad/Médiamétrie survey, August 2020.

64%
of e-shoppers are in favour of local retailers grouping together on a single website

As a % of e-shoppers likely to buy online

PERFORMANCE OF PHYSICAL SHOPS ALSO SELLING ONLINE

In France and Germany, **52%** of independent shops that sell online are growing, compared to **39%** of shops that only operate offline.

The main benefits of selling online are **higher turnover and increased footfall in their physical shops.**

Source: Economic and environmental impact study, Oliver Wyman, 2021, survey conducted in December 2020 among a sample of 800 shops in France and Germany.

E-commerce among individuals

87%
of e-buyers received home/office deliveries
Source: Fevad/Médiamétrie survey - January 2021.

MARKETPLACES

Marketplaces provided a fast and highly responsive outlet for many SMEs halting the decline in their sales. Sales by third-party merchants on marketplaces grew by 27% in 2020, twice as fast as in 2019.

MARKETPLACE BUSINESS VOLUME

15%
of the iCE 100 panel's business volume, Fevad product sales
27% increase over 2019
Source Fevad iCE.

2018	16% INCREASE
2019	14% INCREASE
2020	27% INCREASE

PAYMENT

Bank cards are the main method of online payments, with instalments becoming increasingly popular payment solutions. Another trend is the growth of e-wallet payments.

PAYMENT METHODS USED As a % of e-commerce turnover in 2018.

Bank cards	80.1%
Online wallets	11.5%
Consu. credits	3.9%
Bank transfers/withdrawals	0.9%
Other payment methods (private cards, cheques, gift vouchers, cash on delivery, in-store payments, branch payments, postal orders and cheque-letters etc.)	3.7%

Source: Fevad survey - January 2019.

STRENGTHENING THE SECURITY OF REMOTE PAYMENTS

96%
of transactions by value are now subject to a 3D Secure or equivalent process on the CB network
Transactions within the scope of DSP2/RTS SCA - Source CB between 7 and 13 June 2021.

DELIVERY

In this unusual year, shoppers continued to favour home deliveries to receive their orders, but also use click and collect much more, which merchants promoted during lockdowns to deal with the influx of orders.

42%
of e-buyers subscribed to at least one delivery service
Source Fevad/Médiamétrie survey - January 2021.

DELIVERY METHODS USED

Home delivery	86.2%
Office delivery	4.6%
Parcel drop-off point	64.3%
Click and collect	41.1%
E-reservation	12.1%
Pick-up point	8.6%

As a % of e-buyers - Source: Fevad/Médiamétrie survey - January 2021.

20%
of e-buyers have used at least one express delivery service in the past three months
Source: Fevad/Médiamétrie survey - May 2021.

E-COMMERCE IN EUROPE AND ACROSS THE WORLD

France is the second-largest e-commerce market in Europe after the UK, where 92% of Internet users buy online, compared to 81% in France. In Western Europe, as in America, the share of online goods sales increased during the health crisis by 3% between 2019 and 2020, from 10% to 13%.
In China, where online sales grew faster than in other countries across the world, the percentage of online retail sales—already 34% in 2019—rose to 45% in 2020.
Source: eMarketer, 2021.

E-COMMERCE TURNOVER IN EUROPE

€744 billion
9% increase over 2019

Top 5 countries in Europe

1 United Kingdom
€236 billion
2% INCREASE over 2019

2 France
€112 billion
9% INCREASE over 2019

3 Germany
€94 billion
2% INCREASE over 2019

4 Spain
€68 billion
29% INCREASE over 2019

5 Russia
€32 billion
47% INCREASE over 2019

E-commerce turnover 2020 in billions of euros
Growth over 2019

Sources: United Kingdom: Statista; Office of National Statistics; France : Fevad; Germany: Beyond Data, BEVH; Spain: aDigital, CNMC, INE, AFI Russia: Data Insights; Statista.

E-COMMERCE TURNOVER ACROSS THE WORLD

$4,280 billion
27.6% increase over 2019

Source: eMarketer, December 2020. Goods and services ordered online, excluding travel, events tickets, catering services and gambling.

Globally

2019	13.6%	3,354
2020	18.0%	4,280

Source: eMarketer, December 2020.

China

2019	34.1%	1,801
2020	44.8%	2,297

Source: eMarketer, December 2020, excluding Hong Kong.

United States

2019	11.0%	598
2020	14.0%	792

Source: eMarketer, May 2021.

E-commerce turnover 2020 in billions of dollars
Share of retail trade

INTERNATIONAL SALES

Despite the COVID-19 crisis, e-commerce sites continued to develop their international activity. The vast majority of them anticipate growth in their international sales over the next two years.

68%
of leading sites sell internationally
59% sell directly from France
41% sell via a local physical presence
21% sell via a presence on *international marketplaces*

Source: Fevad/LSA survey, February 2021.

Top 5 countries where Fevad member companies are present.
As a % of sites that sell internationally

1	Belgium	88%
2	Spain	68%
3	Germany	56%
4	Italy	51%
5	United Kingdom	45%

Source: Fevad/LSA survey, February 2021.

28%
of sites that sell internationally are present in more than **10** countries
Source: Fevad/LSA survey, February 2021.

70%
of sites anticipate an increase in the proportion of their international sales over the next two years
Source: Fevad/LSA survey, February 2021.

BtoB ecommerce

The sector of online sales among professionals continued to grow in 2020. Like consumers, businesses made greater use of the Internet for their purchases, particularly in the industrial products, office products and IT sectors.

IMPACT OF THE COVID-19 CRISIS ON COMPANIES' PURCHASING HABITS

The health crisis also had an impact on companies' purchasing practices. Companies ordered more goods and services on the Internet during the year. The habits acquired during the crisis should have repercussions on future purchasing policies. This increasing digitalisation is reflected in all stages of the customer life cycle (during prospecting, the negotiation phase and customer follow-up) with a rise in digital uses in exchanges and the customer-supplier relationship (video-conferencing and *social selling* etc.).

Ability to resume face-to-face meetings with suppliers
As a % of customers who have direct exchanges with suppliers

Yes, most of the time; it's more efficient	21%
Yes, in part, at certain key moments in the relationship or for certain orders	39%
No, the remote relationship works very well	37%

Development of digital processes to approve decisions and sign documents

Yes, and this will be sustainable	31%
Yes, but this will remain the exception	18%

Increase in virtual meetings via video-conferencing

Yes, and this will be sustainable	34%
Yes, but this will remain the exception	27%

Source: Fevad/NextContent/Médiamétrie survey conducted in December 2020. As a % of customers surveyed.

DEVELOPMENT OF ONLINE ORDERS

The results can be partly explained by the company structure, with more VSBs saying they have increased online orders (37%).

Agriculture	44%
Wholesale or retail trade	40%
Health industry	38%
Construction	35%
Services	31%
Industry	30%
Public services	28%

As a % of BtoB e-buyers for each sector. Source: Fevad survey conducted by Next Content and Médiamétrie - December 2020.

34%

of customers surveyed believe the crisis has led them to order more online, with 70% believing this development is now a given.

Source: Fevad survey conducted by Next Content and Médiamétrie - December 2020.

PRODUCT SALES

Online sales to professionals—sales of industrial/specialist products, office and IT goods—grew in 2020 almost at the same rate as in the past three years thanks to the increased digitalisation of business purchases, compensating for the significant drop in business activity during the first lockdown.

GROWTH IN BTOB ECOMMERCE TURNOVER

2016	9% increase
2017	17% INCREASE
2018	18% INCREASE
2019	14% INCREASE
2020	11% INCREASE

Source: Fevad iCE100 BtoB, panel sales of industrial/specialist, office and IT goods.

TOP 5 SOURCES OF INFORMATION BEFORE MAKING AN ONLINE PURCHASE

60%
of customers looked for information before ordering online

Source: Fevad survey conducted by Next Content and Médiamétrie - December 2020.

	Middle-market companies/Large companies	SMB	VSB
1 Distributors' website	61%	57%	57%
2 Catalogues, brochures and supplier papers	26%	19%	15%
3 Contact by phone	20%	12%	7%
4 Information on the products of the brand's manufacturers	20%	12%	15%
5 Customer feedback	16%	13%	21%

As a % of customers who looked for information before making their last online purchase. Source: Fevad survey conducted by Next Content and Médiamétrie - December 2020.

COVID-19 and e-commerce

The COVID-19 crisis has caused consumers to adapt their consumption habits. Faced with traffic restrictions, administrative closures and fear of the virus, many have turned to e-commerce. E-commerce has acted as a social and economic shock absorber. It has allowed the French to continue to buy goods and services in compliance with health safety rules and for businesses (shopkeepers, tradespeople, restaurant owners and producers) to maintain their economic activity. This situation has helped accelerate the digital transformation of society.

EVOLUTION OF SALES BY PRODUCT CATEGORY

42% increase in mass market product sales compared to 2019

Source: NielsenIQ

25% increase in sales of non-mass market product sales compared to 2019

Source: Fevad ICE.

FOOD PRODUCTS

30% of e-buyers bought food products online *compared to* 21% in 2019

40% of home workers bought food products online

HOME MEAL DELIVERIES

29% increased their use of home meal delivery services during restaurants closures

NON-FOOD PRODUCTS

33% of e-buyers ordered more non-food products online

Source: E-commerce study 2020, Fevad/Médiamétrie, January 2021.

IMPACT OF COVID-19 ON E-BUYER BEHAVIOUR

The number of e-buyers increased significantly during the year. Over one million French people bought online for the first time. The frequency of purchases also rose sharply. This increase was even more pronounced among people who work from home. It should also be noted that the fear of health risks is the main reason for online purchases this year, which explains why the increase in Internet sales continued even after lockdowns and for the key sectors that remained open during lockdown periods.

HIGHEST INCREASE IN THE NUMBER OF BUYERS SINCE 2015 (in millions)

2016	37.6
2017	38.3
2018	39.3
2019	40.1
2020	41.6

3.8%

increase over 2019

Source: Médiamétrie - Internet Usage Observatory.

INCREASE IN FREQUENCY OF PURCHASE, AMOUNTS SPENT

37%

of e-buyers have been ordering more since the beginning of the health crisis

45%

of home workers do

TOP 3 REASONS

1. No in-store visits to avoid health risks — **52.0%**
2. Avoiding health restrictions in shops — **45.0%**
3. No other choice during both lockdowns — **33.8%**

Source: E-commerce study 2020, Fevad/Médiamétrie, January 2021.

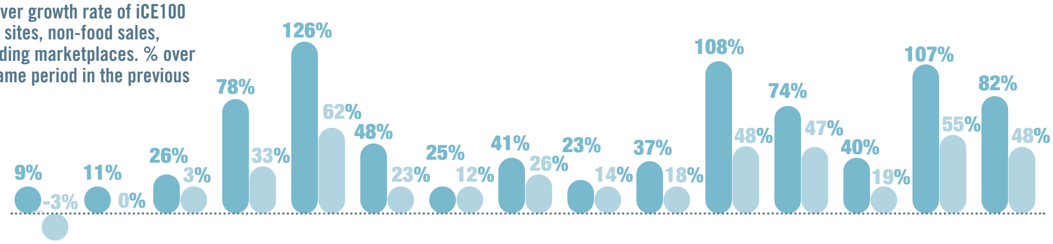
ACCELERATION OF INTERNET SALES OF RETAILERS

53% increase

over 2019 peaking at a **100% increase** during both lockdowns

Source: Fevad iCE.

Turnover growth rate of iCE100 panel sites, non-food sales, excluding marketplaces. % over the same period in the previous year.



Retailers
Overall non-food products

Source: Fevad iCE.

Corporate social responsibility & e-commerce

Over the years, e-buyers have increasingly come to expect companies to adopt CSR. Conscious of the challenges of reducing their environmental footprint and keen to meet customers' new expectations in this area, companies have made it a strategic priority. At the same time, e-commerce is also becoming a development tool for stakeholders in the circular economy.

HIGH EXPECTATIONS AMONG CONSUMERS

E-BUYERS' AWARENESS OF SUSTAINABLE APPROACHES

Tendency to prefer these sites for their purchases
70%

Tendency to be attracted by visiting these sites
60%

Tendency to make recommendations on social media or to friends and family
38%

Agree

Source: Fevad/Médiamétrie survey, September 2019.

E-BUYERS INCORPORATE RESPONSIBLE PRACTICES

Taking environmental, social or ethical issues into account means e-buyers:

Group together orders to limit deliveries
71%

Prefer to buy from French sites
68%

Prefer deliveries to parcel drop-off points
66%

Prefer home deliveries
57%

Prefer purchasing products from the circular economy
51%

Source: Fevad/Médiamétrie survey, February 2020.

53%
of e-buyers say they take environmental, social or ethical issues into account when shopping online.
Source: Fevad/Médiamétrie survey, February 2020.

THE VAST MAJORITY OF E-BUYERS SAY THEY SORT OR REUSE THE PACKAGING FROM THEIR ORDERS

77% say they sort order packaging to enable recycling

45% say they reuse order packaging

7% say they throw order packaging in the bin without sorting or recycling it

Source: Fevad/Médiamétrie surveys, February 2020.

E-RETAILERS ARE TAKING INTO ACCOUNT ENVIRONMENTAL EXPECTATIONS

CSR as a strategic priority:

89% of e-retailers make it a priority for 2021

Among the lasting consequences of the crisis on business, e-merchants say that

CSR issues are becoming a priority
89%

Home working is becoming more widespread
81%

Investment in logistics is increasing
81%

The second-hand market is growing
71%

Agree

Source: Fevad/LSA survey conducted on leading sites, February 2021.

55%
of e-merchants will increase their CSR investments in 2021 (already 48% in 2020)

Source: Fevad/LSA survey conducted on leading sites, February 2021.

E-COMMERCE & ENVIRONMENTAL IMPACT

As with any consumer-related activity, e-commerce has an impact on the environment, the scope of which needs to be assessed to understand the issues and help reduce its impact.

CO_2E EMISSIONS

In France, the sale of non-food products online generates an average of 400 g of CO_2e per product sold and 600 g for physical commerce. France has the lowest absolute impact in Europe. CO_2e emissions for a non-food product purchased online are twice as low as the European average.

Source: Economic and environmental impact assessment, Oliver Wyman, 2021.

LAND ARTIFICIALISATION

Despite the significant development of e-commerce in France in recent years, land artificialisation linked to e-commerce still represents less than 1% of average annual flows.

Source: Report by France Stratégie, IGF, CGEDD, February 2021.

TRAFFIC

E-commerce deliveries to consumers represent 0.5% of total road traffic in urban areas (Paris, Berlin and London conurbations). In the Paris region, e-commerce deliveries generate 4.7 less traffic per sales unit than physical commerce (including shop restocking and consumer travel to shops).

Source: Economic and environmental impact assessment, Oliver Wyman, 2021.

72% of e-buyers would have preferred to travel by private car if they had to go to the shop to make their online purchase.

This rate rises to **78%** for people living in the countryside*.

Source: Fevad/Médiamétrie survey, December 2020.

* Bearing in mind that on average the French travel 6.1 km for their food shopping in shops and 9.2 km for non-food shopping (source: ADEME/Harris Interactive, June 2020).

E-COMMERCE, AN ACCELERATOR OF THE CIRCULAR ECONOMY

Nearly 50% of e-buyers have already bought a product from the circular economy on the Internet. This enthusiasm among e-buyers is mainly expressed through three types of purchases: second-hand products, refurbished products and recycled products. E-commerce is seen by consumers as a means of facilitating access to products from the circular economy.

CIRCULAR ECONOMY PRODUCTS ALREADY PURCHASED

refurbished products
38%

Recycled products
22%

Second-hand products
66%

45%

of e-buyers have already bought a product from the circular economy on the Internet

Source: Fevad/Médiamétrie survey, February 2020.

67%

of e-buyers say they find it easier to find responsibly sourced products online.

Fevad/Médiamétrie survey, September 2019.

A trend that now also affects online Christmas shopping

43%

of e-buyers say they are willing to buy second-hand or circular economy gifts

Source: Fevad/Médiamétrie survey, December 2020.

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This data is taken from studies carried out by Fevad and its partners. For further information, see www.fevad.com

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