Key figures e-commerce 2021

Fédération e-commerce et vente à distance
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

**SHARE OF E-COMMERCE IN RETAIL 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.

**MARKET SHARE AND E-COMMERCE TURNOVER BY SECTOR**

- **High-tech household equipment**
  - 2018: 4.3 billion euros (33% of market share)
  - 2019: 2.4 billion euros (27%)
  - 2020: N/A

- **Household appliances**
  - 2018: 5.7 billion euros (27%)
  - 2019: 4.4 billion euros (21%)
  - 2020: N/A

- **New physical cultural products**
  - 2018: N/A
  - 2019: N/A
  - 2020: N/A

- **Clothing**
  - 2018: 5.4 billion euros (21%)
  - 2019: 3.8 billion euros (15%)
  - 2020: N/A

- **Consumer goods**
  - 2018: 10.7 billion euros (11%)
  - 2019: 8.1 billion euros (8%)
  - 2020: N/A
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.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>82.8%</td>
</tr>
<tr>
<td>Women</td>
<td>80.1%</td>
</tr>
<tr>
<td>11-14 years old</td>
<td>31.3%</td>
</tr>
<tr>
<td>15-24 years old</td>
<td>87.9%</td>
</tr>
<tr>
<td>25-34 years old</td>
<td>90.9%</td>
</tr>
<tr>
<td>35-49 years old</td>
<td>91.6%</td>
</tr>
<tr>
<td>50-64 years old</td>
<td>81.3%</td>
</tr>
<tr>
<td>65 years old and above</td>
<td>73.8%</td>
</tr>
<tr>
<td>High-income group</td>
<td>93.6%</td>
</tr>
<tr>
<td>Low-income group</td>
<td>85.5%</td>
</tr>
<tr>
<td>Economically inactive</td>
<td>73.2%</td>
</tr>
<tr>
<td>Paris and Ile-de-France</td>
<td>81.5%</td>
</tr>
<tr>
<td>Countryside</td>
<td>81.4%</td>
</tr>
<tr>
<td>Average</td>
<td>81.4%</td>
</tr>
</tbody>
</table>

Source: Médiamétrie - Internet Usage Observatory Q4 2020.
Basis: Overall DM 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: Médiamétrie - Internet Usage Observatory Q4 2020.

REGIONAL PENETRATION % of buyers by target group of Internet users

The whole of France
81.4%
82.8%
79.6%
81.5%
80.4%
77.8%
81.8%
84.6%
81.8%
83.0%
78.9%

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

17.1 million French people make purchases from their mobile phone (i.e. 41.4% of buyers)
Source: Médiamétrie - Internet Usage Observatory Q4 2020.
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).

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

Goods and services purchased

As a % of web users

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


BtoC e-commerce

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

<table>
<thead>
<tr>
<th>Turnover Range</th>
<th>% of market turnover</th>
<th>% of sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under €100,000 a year</td>
<td>1.5%</td>
<td>73.2%</td>
</tr>
<tr>
<td>€100,000 to €1 million a year</td>
<td>6.7%</td>
<td>20.1%</td>
</tr>
<tr>
<td>€1 to €10 million a year</td>
<td>17.3%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Over €10 million a year</td>
<td>74.5%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

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

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 iCE 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%

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

Source: Fevad/Médiamétrie survey — reporting survey of shopping sites over the past 12 months by 5,000 Internet users aged 15 and over, conducted from 28/09/2020 to 06/10/2020.
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.

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


INTERNET PURCHASES FROM LOCAL SHOPS

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


INTENTIONS TO BUY ONLINE FROM LOCAL TOWN CENTRE SHOPS

As a % of e-shoppers likely to buy online

<table>
<thead>
<tr>
<th>Category</th>
<th>% of e-shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural products</td>
<td>57%</td>
</tr>
<tr>
<td>Fashion items and clothing</td>
<td>56%</td>
</tr>
<tr>
<td>Food and mass market products</td>
<td>53%</td>
</tr>
</tbody>
</table>


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.

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 808 shops in France and Germany.
**E-commerce among individuals**

**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.

**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%


**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


**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.

**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 DSP3/RTS SCA

- Source CB between 7 and 13 June 2021.

87% of e-buyers received home/office deliveries


20% of e-buyers have used at least one express delivery service in the past three months


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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.


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

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>13.6%</td>
<td>3,354</td>
</tr>
<tr>
<td>2020</td>
<td>18.0%</td>
<td>4,280</td>
</tr>
</tbody>
</table>


China

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>34.1%</td>
<td>1,801</td>
</tr>
<tr>
<td>2020</td>
<td>44.8%</td>
<td>2,297</td>
</tr>
</tbody>
</table>

Source: eMarketer, December 2020, excluding Hong Kong.

United States

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>11.0%</td>
<td>598</td>
</tr>
<tr>
<td>2020</td>
<td>14.0%</td>
<td>792</td>
</tr>
</tbody>
</table>


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


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%


28% of sites that sell internationally are present in more than 10 countries


70% of sites anticipate an increase in the proportion of their international sales over the next two years

**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.).

**DEVELOPMENT OF ONLINE ORDERS**

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>2020 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>44%</td>
</tr>
<tr>
<td>Wholesale or retail trade</td>
<td>40%</td>
</tr>
<tr>
<td>Health industry</td>
<td>38%</td>
</tr>
<tr>
<td>Construction</td>
<td>35%</td>
</tr>
<tr>
<td>Services</td>
<td>31%</td>
</tr>
<tr>
<td>Industry</td>
<td>30%</td>
</tr>
<tr>
<td>Public services</td>
<td>28%</td>
</tr>
</tbody>
</table>

**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.

**GROWTH IN BTOB ECOMMERCE TURNOVER**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>9% increase</td>
</tr>
<tr>
<td>2017</td>
<td>17% increase</td>
</tr>
<tr>
<td>2018</td>
<td>18% increase</td>
</tr>
<tr>
<td>2019</td>
<td>14% increase</td>
</tr>
<tr>
<td>2020</td>
<td>11% increase</td>
</tr>
</tbody>
</table>

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.

1. Distributors’ website: 61%
2. Catalogues, brochures and supplier papers: 57%
3. Contact by phone: 19%
4. Information on the products of the brand’s manufacturers: 12%
5. Customer feedback: 16%

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

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

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

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

**Middle-market companies/Large companies**

- 20%
- 12%
- 15%
- 16%
- 13%
- 21%

- SMB
- VSB

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.

**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)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>37.6</td>
</tr>
<tr>
<td>2016</td>
<td>38.3</td>
</tr>
<tr>
<td>2017</td>
<td>39.3</td>
</tr>
<tr>
<td>2018</td>
<td>40.1</td>
</tr>
<tr>
<td>2019</td>
<td>41.6</td>
</tr>
</tbody>
</table>

*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

**ACCELERATION OF INTERNET SALES OF RETAILERS**

53% increase over 2019 peaking at a 100% increase during both lockdowns

Source: Fevad ICE.

**EVOLUTION OF SALES BY PRODUCT CATEGORY**

42% increase in mass market product sales compared to 2019

*Source: Nielsen.*

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.*

**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.*
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% agree

Tendency to be attracted by visiting these sites
- 60% agree

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


**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%


**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


**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%

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

**53% of e-buyers say they take environmental, social or ethical issues into account when shopping online.**


**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.

CO₂ EMISSIONS

In France, the sale of non-food products online generates an average of 400 g of CO₂ per product sold and 600 g for physical commerce. France has the lowest absolute impact in Europe. CO₂ 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.


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*.


* 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%


67% of e-buyers say they find it easier to find responsibly sourced products online.


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

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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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