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## PRESS RELEASE

### **E-commerce in France in 2022 French consumers spent almost €147 billion online**

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Key figures for 2022:

- The value of the e-commerce sector (products and services included) reached **€146.9 billion in 2022, representing an annual increase of 13.8%**.
- **Online products sales fell by 7% compared to 2021**
- **The services sector grew by 36% compared to 2021**
- **2.3 billion transactions** were completed online in 2022
- **The average basket value was €65, a 6.9% increase compared to 2021.**

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#### **Online sales rose by 13.8% in 2022, thanks to an increase in service sector sales**

The e-commerce sector (products and services included) reached €146.9 billion in turnover for 2022, representing an increase of 13.8% compared to the previous year. These figures are the result of significant sales growth in the transport, tourism and leisure sectors, which have contributed to the significant increase in services sector sales (+36% over the last year and +50% compared to 2019). Online products sales fell by 7% compared to 2021, but still showed an increase of 33% compared to 2019.

In 2022, 2.3 billion transactions were completed on internet retail web-sites (products and services included), representing an increase of 6.5%. The average basket value increased by 6.9% to reach €65, due largely to the combined effects of inflation and the increase in service sector sales, which prices are higher.

Over the course of 2022, e-commerce maintained its overall growth dynamic in spite of the drop in product sales, which was particularly noticeable during the first half the year. This fall in sales is related to the post-Covid effect, but was counterbalanced by the significant growth in service sector sales.

Over the course of the past year as a whole, the sale of products via e-commerce was estimated to constitute 12.5% of all retail activity.

The number of active retail sites rose by 5%, with more than 10,000 new sites launched during the year.

## **After a slow first half to the year, online product sales are stabilising at a high level in the wake of the health crisis**

After the high growth of 2020 and 2021, which were marked by a series of lockdowns, the sector was subject to a substantial fall in sales during the first half of 2022 (-16%) before stabilising during the second half of the year. Sales growth is now at +19% compared to 2019.

In detail, high street brand online sales performed very well in 2022, increasing by 35% compared to 2019.

While sales in all product categories dropped in comparison to 2021, all have posted increases compared to 2019. The highest growth sectors have been Clothing/Fashion and Furniture/Home Decor (+29% and +19% respectively when compared to 2019).

Online sales of consumer goods sector, which saw the highest growth during the pandemic, have increased by 1% compared to 2021, largely due to the widespread increase in prices during 2022. When compared to 2019, the sector's sales have increased by 56% (source: NielsenIQ Scantrack).

Travel and Tourism sites saw growth of 55% over the year as a whole, due to the possibility of travelling again after the pandemic and the sector's prices increases in general. Figures for 2022 show growth of 16% when compared to 2019.

Finally, sales to iCE100 panel professionals have continued to rise, with annual growth of 9.9% compared to 2021, and 41% compared to 2019.

### **Mobile and marketplace sales**

Sales made on behalf of a third-party user (on marketplaces) fell slightly when compared to the previous year (-1.6%) but still rose by 30% when compared to 2019. This growth is higher than that observed across the whole of the iCE 100 Panel's B2C web-sites.

Mobile commercial index (iCM) sales, cumulating product and travel sales, continued to grow (+8%), thanks to travel and leisure sales which have more than offset the fall in product sales (-6%).

### **Methodology:**

The data collected by the Fevad from retail sites is defined as follows:

E-commerce index (iCE 100): Directly owned revenues recorded by sites listed on the iCE100 Panel from online sales, landline and mobile internet access included. These web-sites do not provide turnover figures for sales made via other web-sites such as market-places. Sites that host a marketplace do not provide turnover figures for sales made via the marketplace, nor any commissions generated. Finally, white label brand sales are declared by the web-sites that make the sales. Only orders delivered in France, regardless of the delivery locations (home, pick-up point or in-store), are listed. The turnover figures used are those of the calendar month in question with the date defined by the order date and not the delivery date. Cancellations, exchanges and returns are deducted; shipping fees are included; taxes and VAT are included for consumer sales; taxes and VAT are not included for business sales.

Marketplace index: Volume of revenues generated through sites hosted on marketplaces included in the iCE100 Panel.

Mobile Commercial Index (iCM): Directly owned revenues earned via smartphones and digital tablets via mobile sites and applications (excluding application downloads).

Composition of the iCE 100 Panel: Over 100 sites covering mass-market products (100 sites), e-tourism (15 sites) and B2B sales (20 sites).

Composition of the PSP Panel: 8 secure payment platforms: Adyen, Dalenys, Monetico Paiement, Monext, Paypal, PayZen, Verifone, Worldline.

Estimate of overall market value: The calculation of the estimated overall market value is carried out using data gathered from the iCE 100 Panel websites, along with the value of electronic payments (excluding members of the iCE 100 Panel) communicated by service providers featured in the PSP Panel, and an estimate of offline payments (Fevad survey carried out with retailers in the iCE 100).

**About the Fevad:**

The Federation of e-Commerce and Remote Retail currently represents over 800 companies. It is the representative organisation for the electronic commerce and mail-order industry. The Fevad's principle mission is to collect and publish information that will improve industry sector awareness and promote and encourage the sustainable and ethical development of mail-order and electronic commerce in France. For more information: [www.fevad.com](http://www.fevad.com) / Follow us on twitter: [@FevadActu](https://twitter.com/FevadActu) and [sur LinkedIn](#).

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