



# A focus on France

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in France. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

**Whether you already sell to France or are considering doing so, these insights can help you sell to this market.**

**Key**

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

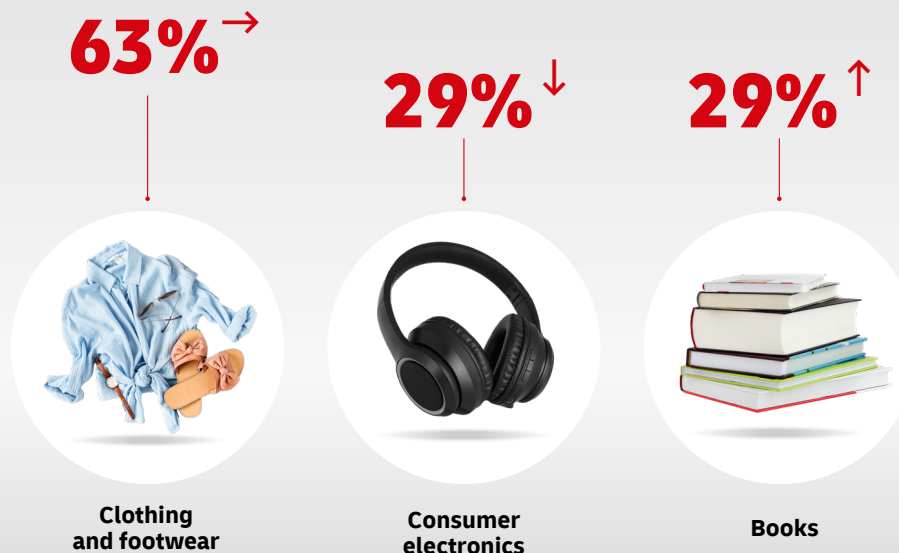
🔍 2024 Online Shopper Trends

To find out more about the data used in this report, [click here](#)



## What does France buy online?

75% of French shoppers buy online at least once a month. And they are regularly looking for their next purchase – **65% browse online once a week**. But what do they buy most often?



**Just 20% of French shoppers have an online shopping subscription, lower than the global average of 35%. The most popular items regularly being delivered are clothing, beauty products and food. If you don't already offer a subscription service, it might be time to consider one.**

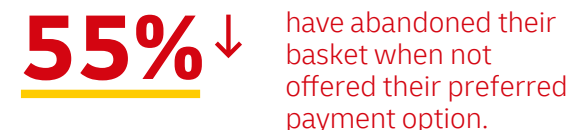
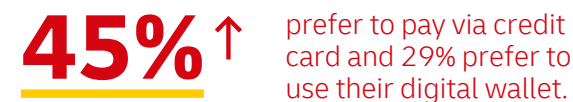
**How does France shop online?** France shops online differently from the rest of the world.



Compared to the rest of the world, France buys less on social media.



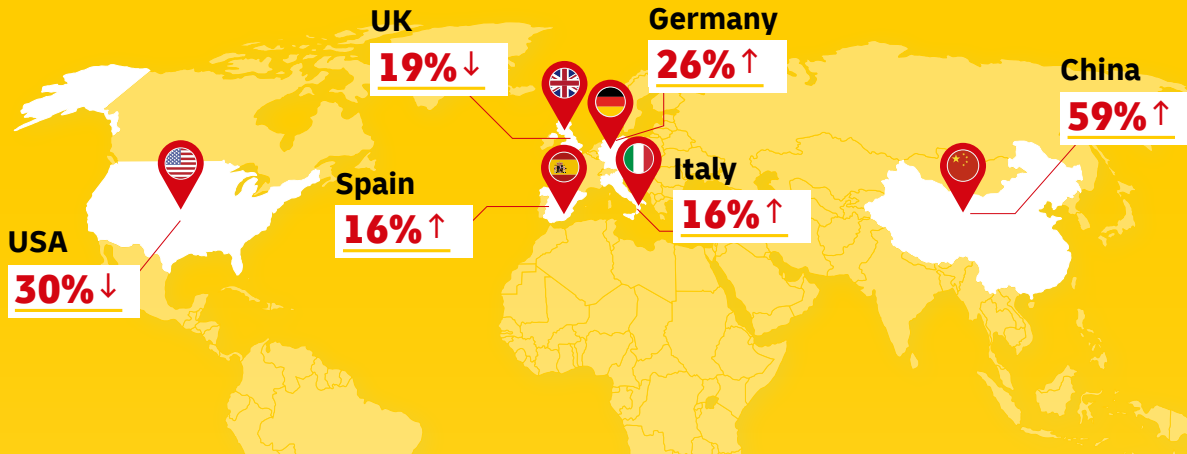
**Spending habits of French shoppers**



## Selling to France

55% of online shoppers in France buy from other countries, and 61% do so at least once a month. For retailers thinking about selling to France, it's important to know where these shoppers buy from and why they do (or don't) buy from abroad.

## Which countries do French shoppers buy from?



### Why do they buy from abroad?

**60%** ↑

To get lower prices.

**41%** ↓

A wider choice of products.

**33%** ↓

The product isn't available in France.

### Why don't they buy from abroad?

**47%** ↓

Fear of fraud.

**37%** ↑

Can buy everything they need in France.

**36%** ↑

Prefer to support their own economy.

**52%** of French shoppers would feel more confident buying from abroad if they were offered simple, free returns.



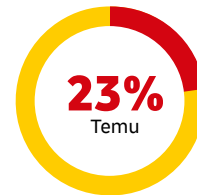
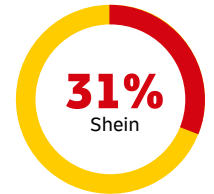
**94%** ↓ of French shoppers buy from marketplaces.

COUNTRY TRENDS REPORT



**36% of people in France say they shop online because there is more choice**, so it's no surprise that marketplaces are so popular. They give consumers access to a wide range of products at different price points.

### Which marketplaces are most popular with French shoppers?



## Do you run an e-commerce business in France?

For online retailers looking to expand abroad, there are opportunities to grow your business. **12% of global shoppers buy from France.**

**French goods are most popular with shoppers in:**



Morocco



China



USA



2024 Online Shopper Trends



# How do French shoppers want to receive and return their orders?

45% of consumers in France frequently abandon their baskets if not offered their preferred delivery option. To help you secure those sales, we've uncovered their delivery and return preferences.



COUNTRY TRENDS REPORT



**29%**  
Global average

If not at home, **82% of French shoppers want to redirect their delivery to a parcel shop** and **78% want to be able to change the delivery day.**

**!** Delivery options influence almost all shoppers in France. It's clear that speed, the chosen logistics provider, and the ability to choose a delivery location are important to shoppers. If you sell to France, consider offering out-of-home delivery and returns options to increase customer satisfaction.

**95%** ↓  
of French shoppers say delivery options influence where they buy from online.

**73%** ↑  
say free delivery would improve their online shopping experience.

**63%** ↑  
are frustrated by high delivery costs.

**61%** ↓  
say the delivery provider influences their decision to buy.

**52%** ↑  
say free returns would improve their online shopping experience.





## Anything else to know about this market?



**56%** ↑ always use a laptop or desktop.  
vs  
**34%** of global shoppers always use a laptop or desktop.



**33%** ↓ always use a smartphone.  
vs  
**57%** of global shoppers always use a smartphone.

### Why are French shoppers abandoning their baskets?

**48%** ↑

Delivery is too expensive.

**32%** ↑

There are unexpected costs at checkout.

**28%** ↓

They find the items cheaper elsewhere.



**81%** ↑

prefer to have an account with a retailer instead of using a guest checkout.

**48%** ↓

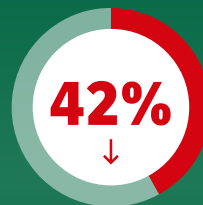
of shoppers have subscribed to a retailer's email newsletter to receive discounts and rewards.

## How important is sustainability to French shoppers?

Consumers in France are paying more attention to the environmental impact of their online orders.



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



would switch to collection to make their delivery more sustainable.



# Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



## E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



## Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



## Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



## Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



## Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



## Country Reports

Want to know what matters most to shoppers in a specific country?

## LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.