



**Euromonitor  
International**

# Retail E-Commerce in France

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail e-commerce posts robust growth in 2024
- Pure players emerge as clear winners
- Drive/click & collect services forge ahead while grocery home delivery slows

PROSPECTS AND OPPORTUNITIES

- Ongoing recovery expected in retail e-commerce
- Declining consumption, restrictive return policies, and rising scepticism towards online fast-fashion pose significant threats
- Technological advancements – including AI, AR, and instant payments - will support retail e-commerce sales

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Retail in France - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Quest for lowest prices across all social classes
- New technologies continue to shape retail
- Competitive landscape becomes increasingly consolidated, following strategic mergers and acquisitions
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas (Noël)
- Back to School (La Rentrée)
- Winter and summer sales seasons

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