

PRESS RELEASE

Levallois, 15 November 2018



Four out of five online shoppers plan to buy their Christmas presents online

Christmas 2018 on the internet – Survey about the purchasing intentions of internet users

With Christmas drawing near, between 16 and 30 October Médiamétrie, in partnership with FEVAD, surveyed 3,170 internet users aged 15 years and older about their online purchasing intentions.

87% of online shoppers will do their Christmas preparations on the internet

In the third quarter of 2018, there were almost 38 million (37.7 million) online shoppers, which is 861,000 more than a year ago. This year too, a large number of online shoppers (87%) will use the internet to do their preparations for Christmas.

Marc Lolivier, Managing Director of FEVAD adds: *"As well as doing their preparations, the number of French people doing their Christmas shopping on the internet is still increasing: 80% of online shoppers will do their shopping there compared with 76% last year. This year, they again intend to make the most of November's promotional campaigns"*

70% of online shoppers will access these via a computer, 16% via a mobile phone and 9% via a tablet.

Black Friday and Cyber Monday: hotly anticipated events

Black Friday and Cyber Monday (23 and 26 November respectively) now form an integral part of the preparations for the festive season: of those planning to participate in these promotional campaigns, 89% intend to take advantage of these to buy their Christmas presents online.

Regulars? 69% of them are, having already benefitted from these events in 2017 to make some or all of their Christmas purchases. Of these people, 25% will budget for an even higher amount this year.

Jamila Yahia-Messaoud, director of Médiamétrie's Consumer Insights Department, emphasised: *"As well as the Christmas preparations, four out of 10 (39%) participants saw Black Friday and Cyber Monday as a great opportunity to do some shopping without waiting for the winter sales. Other important factors in this success: 35% find the discounts very attractive and 33% find them more attractive than in the shops. »*

Clothes, shoes and fashion accessories are the most sought-after products (49%) on Black Friday and Cyber Monday. Web users plan to spend an average of €151 online, compared with €199 in shops, during these promotional events.

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Buying on the internet to avoid crowded shops in the run-up to Christmas

For 58% of online shoppers, avoiding crowded shops remains their prime motivation for buying Christmas presents online. Moreover, not having to venture outside (54%) and having a wider selection to choose from (46%) encourage online shoppers to do their shopping on the internet rather than in shops. Finally, 44% of those surveyed felt that the prices were lower online.

An average budget of €190 devoted to Christmas purchases on the internet

Both in shops and on the internet, online shoppers are prepared to spend an average of €269 on Christmas purchases, which is slightly lower than in 2017.

The average expenditure online, which is still more popular than the other purchasing channels, is also decreasing (albeit to a lesser extent) and now stands at €190 (-6% compared with 2017). However, 75% of online shoppers will devote just as high a budget as they did in 2017, with 8% spending even more.

For the first time, online shoppers will buy just as many games/toys (40%) as cultural products such as CDs and DVDs (40%) online. Other very popular products are clothes, shoes and other fashion accessories (32%), cosmetics (29%) and high-tech products (19%).

Online shoppers aware of circular economy products

This year, for the first time, Médiamétrie asked online shoppers about their online purchasing intentions regarding circular economy products*: 65% of internet would consider giving someone this type of present. Of these people, 36% might buy reconditioned products, 35% recycled products, and 22% second-hand products.

* Circular economy: economic system based on frugality, reduced consumption, recycling of materials or services.

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About FEVAD

The Fédération du e-commerce et de la vente à distance (FEVAD) [Federation of e-commerce and distance selling] brings together 600 companies and 800 websites, including France's leading e-commerce websites. It is the representative organisation for the electronic commerce and distance selling sector. The main aim of FEVAD is to collect and disseminate information that can be used to improve knowledge of the sector and act in the interests of sustainable development and the ethics of distance selling and electronic commerce in France.

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

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