

PRESS RELEASE

Levallois, 21 November 2019



8 out of 10 online shoppers plan on buying Christmas gifts online

Christmas 2019 on the internet – Survey about the purchasing intentions of online users

With Christmas drawing near, between 22 and 31 October Médiamétrie, in partnership with FEVAD, surveyed **4,012** internet users aged 15 years and older about their online purchasing intentions.

Preparations for the purchasing of holiday gifts will take place on the internet for 86% of online shoppers.

In the third quarter of 2019, there were almost **40.5 million** online shoppers, which is **1.7 million** more than a year ago.

The trend is confirmed with over two thirds of online shoppers did some or all their Christmas shopping online in 2018.

Indeed, as Christmas nears, the internet becomes ground zero as **86%** of online shoppers prepare their gift shopping online, with nearly **8 out of 10** finalizing the purchase online.

Nearly a third of online shoppers will make their Christmas shopping from their mobile phone

According to Marc Lolivier, Executive Director of FEVAD: *“The number of mobile shoppers is increasing: **43%** of online shoppers have made online purchases from their phone in the last 12 months. For Christmas, about one out of two will consult their mobile phone to plan their purchases, which is a **5-point** increase from 2018”.*

And **31%** of online shoppers who intend to buy their Christmas gifts online will choose to finalise the transaction on their mobile phone, compared to **22%** last year.

Black Friday and Cyber Monday: a favourite window of time to buy Christmas gifts online

Black Friday and Cyber Monday (29 November and 2 December 2019 respectively) cement their prime positions as holiday gift preparations begin. Indeed, in 2018, **71%** of online shoppers took advantage of internet deals and bought some or all of their Christmas gifts during these events (compared to **69%** in 2017).

This year, **87%** of online shoppers who plan to use these online sales state that they will use this opportunity to buy their Christmas gifts.

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Although clothing, shoes and accessories are usually the most targeted products (**50%**), this category is joined on the podium by electronics and appliances coming in second, along with toys and games (**32%**) – all Christmas favourites. The average budget allocated by online shoppers for these online purchases remains stable at **€150**; the average budget at physical stores during the same period is set at €179.

An average budget of €171 devoted to Christmas purchases on the internet

Beyond these in-store or online promotional days, online shoppers are prepared to spend an average of **€255** on Christmas gifts, thus confirming a downward trend already observed over these past two years. However, **70%** of online shoppers state that they will keep the same budget they had for 2018. Although for online shopping the average budget is €171 this year, and **7%** of online shoppers are willing to spend a little more than in 2018, i.e. more than **€190**.

Games and toys take the lead among the most popular Christmas gifts among online shoppers (**36%**). They are closely followed by cultural products (**34%**), clothing and shoes (**29%**), cosmetics (**26%**), and gift cards or vouchers (**18%**).

Confirmed growth for circular economy products

Finally, for the second year in a row, Médiamétrie questioned online shoppers about their intention to purchase circular economy* products online. Jamila Yahia-Messaoud, Director of the Consumer Insights Department at Médiamétrie, emphasised: *“In 2019, online shoppers’ interest in this type of purchase has grown as 67% of them feel they are ready to give a gift from circular economy – an increase of 2 points compared to 2018; this trend is a good reflection of web users’ current concerns.”*

Moreover, of these circular economy devotees, **59%** are considering buying reconditioned products, **46%** recycled products and **48%** 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.

www.fevad.com

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

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