

PRESS RELEASE

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Quarterly barometer of the e-commerce audience in France - 2020 overview

4th quarter 2020

Almost 42 million online shoppers in France

According to the Internet Usage Observatory, in the 4th quarter of 2020 the number of online shopper rose to almost **42 million**, an **increase of 1.5 million** online shoppers in just 1 year.

According to Marc Lolivier, Executive Director of FEVAD: *“The year 2020, marked by the coronavirus pandemic, has profoundly changed the shopping habits of millions of French people. The unique situation has meant that consumers have had to reorganise their lives and deal with traffic restrictions and the closure of many physical shops. The internet has allowed them to continue to feed themselves, buy everyday necessities, learn and entertain themselves while respecting all the currently applicable health protection measures. Some of these habits tend to take hold over time and create new expectations among consumers, such as having online access to their local shops, for example. While 2020 drove forward the digitalisation of the commercial sector, it is essential to continue to keep pushing this even further and support all merchants, particularly micro and small and medium sized businesses. The digital sector has been an excellent economic shock absorber in this period, we must now make sure that it becomes a lever of recovery for everyone, for the commercial sector as a whole”.*

Jamila Yahia-Messaoud, Director of Médiamétrie’s Consumer Insights Department: *“The number of online shoppers has massively increased this year, more so than in previous years. Online shoppers also intensified and diversified their online purchases and used online shopping services much more regularly, even for their food shopping. In addition to its practicality and ease of use, the e-commerce sector has responded to the desire of online shoppers to avoid putting their health at risk and to avoid the restrictions put in place in shops”.*

Overview of e-commerce in 2020

In partnership with FEVAD, Médiamétrie asked internet users about their online shopping habits in 2020 and the impact of the health crisis.

Médiamétrie and FEVAD published the results of an exclusive study carried out between the 11th and the 18th of January 2021, surveying 1,296 internet users aged 18 and over.

Each quarter, Médiamétrie//NetRatings and FEVAD publish the audience ranking for the 15 leading e-commerce websites, all sectors combined, on computers, mobiles and tablets. This quarterly ranking allows us to track changes in the audience of France’s main retail websites, both in terms of the number of visitors and the percentage of the French population using the sites during the period in question.

The healthcare crisis boosted online and Click & Collect services

One trend marked this unusual year: almost **4 out of 10 online shoppers (37.2%)** also made more online purchases during this time. This choice essentially motivated by a desire to avoid any risk of contamination (reason mentioned by over half of online shoppers questioned) or the sanitary restrictions in the shops.

In addition, more than a **third of online shoppers** ordered more online due to the closure of physical shops, especially during the two lockdowns.

While the frequency of online purchases increased in 2020, **83%** of online shoppers that ordered more online also said that they had spent more than usual.

Home deliveries were the preferred option for **over 85%** of online shoppers when it came to them picking up their order. Nevertheless, Click & Collect at the point of sale, often pushed by merchants during the lockdowns, won over more than **4 out of 10 online buyers** this year (**41%**, up **14 points** vs. 2019).

68% of people making online purchases stated that the security of their data and transactions on e-commerce sites is an important selection criteria, a slight decrease on 2019, proof of the effort of e-merchants in this area.

The return of mobile shopping

A variety of different screens were used to make online purchases in 2020 but the computer remained the most popular, with over **84%** of users placing orders on their computers. However, it should be noted that online mobile shopping, which was side-lined for a time in 2020, returned to the level observed at the end of 2019 and became a method regularly used by **4 out of 10 online shoppers**. The most frequent mobile shoppers? Women, young people and SPG+ individuals.

Food and local shops: the big winners

What did we buy online in 2020? Mostly "non-essential" products that were rarely or not available at all in shops during lockdowns, such as cultural products or clothing, for example. However, a major trend has emerged, online purchases of food has increased and we believe that this trend will be here to stay in this unusual year.

55.8% of people that bought their food online also ordered more of their favourite foods because of the healthcare crisis. E-commerce sites offering a drive-through service were the first to benefit from this increase as almost **48%** of online shoppers concerned did their food shopping on these sites.

Furthermore, online orders for meals also increased in 2020. Almost **30%** of online shoppers ordered more meals online this year, with the main motivation for over half of them being to support local restaurateurs.

Finally, another trend that emerged from this extraordinary year was the desire of online shoppers to use their spending power to benefit their local shops. Over a quarter of online shoppers' (**25.7%**) **purchases were made through the websites of their local shops**. The main reason for almost **70%** of them was to support their local businesses, like with their local restaurants. On the other hand, **more than 4 of out 10 online shoppers** who did not usually use this practice cite the unavailability of this service as the main obstacle.

What does 2021 have in store?

*"It is sure that with the health crisis, the e-commerce sector and online shoppers have had to adapt and this adaptation is still continuing. Will these new trends and habits stick in the long term? For the moment, we have seen that **80%** of online shoppers have bought more online in 2020 and that they intend to continue to do this in the future", concludes Jamila Yahia-Messaoud.*

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www.fevad.com

fédération e-commerce
et vente à distance

**Top 15 most visited “e-commerce” sites and apps
in France - Total Internet, 3 screens - 4th quarter 2020**

On average, **45.4 million** web users (**72%** of the French population) visited at least one of these top 15 “e-commerce” sites and/or apps each month.

		Visiteurs uniques moyens par MOIS	Couverture mensuelle moyenne (en % de la pop. française)	Visiteurs uniques moyens par JOUR	Evol. rang vs T3 2020
1		36 066 000	57,5%	8 165 000	-
2		24 580 000	39,2%	2 779 000	-
3		22 271 000	35,5%	2 006 000	-
4		16 229 000	25,9%	5 002 000	+1
5		14 998 000	23,9%	1 607 000	+1
6		14 783 000	23,6%	3 073 000	+1
7		14 617 000	23,3%	1 598 000	+1
8		14 104 000	22,5%	955 000	
9		13 205 000	21,0%	1 429 000	+3
10		12 762 000	20,3%	995 000	-1
11		12 447 000	19,8%	1 221 000	+2
12		12 165 000	19,4%	2 567 000	-1
13		12 134 000	19,3%	815 000	
14		11 813 000	18,8%	890 000	
15		11 731 000	18,7%	1 989 000	-1

*FEVAD member sites, except Wish and AliExpress

**Top 15 most visited “e-commerce” sites and apps
in France – distribution by screen – 4th quarter 2020**

		Visiteurs uniques moyens par mois	% des visiteurs uniques moyens ayant utilisé l'ordinateur	% des visiteurs uniques moyens ayant utilisé le mobile	% des visiteurs uniques moyens ayant utilisé la tablette
1		36 066 000	52,7	68,7	19,9
2		24 580 000	43,4	64,9	15,3
3		22 271 000	39,6	66,1	15,7
4		16 229 000	22,8	79,1	14,4
5		14 998 000	38,1	63,4	13,4
6		14 783 000	17,7	77,2	15,5
7		14 617 000	40,2	60,8	15,0
8		14 104 000	40,5	58,8	15,4
9		13 205 000	45,3	56,6	12,8
10		12 762 000	45,7	54,3	13,0
11		12 447 000	33,3	65,5	12,7
12		12 165 000	31,5	65,1	17,9
13		12 134 000	43,2	57,8	11,4
14		11 813 000	39,2	57,6	17,0
15		11 731 000	39,4	60,7	12,1

*FEVAD member sites, except Wish and AliExpress

Definitions

Unique visitors per day/month: Total number of individuals who visited a brand at least once during an average day or the month in question, regardless of their connection location: home, workplace, other locations. Any individuals who visited the same brand more than once are only counted once.

Coverage: Number of unique visitors of a brand, expressed as a percentage of the French population for the period in question.

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 and Mediametrie//NetRatings

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//NetRatings was established and is jointly owned by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

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