

# FRANCE E-COMMERCE KEY FIGURES FEVAD FRENCH FEDERATION OF E-COMMERCE 2025





Crédit photo : AFP/Eric Piermont

# EDITORIAL

With over 800 member companies, FEVAD represents the French e-commerce sector. Our role is to provide insights into this sector for all its stakeholders – including companies, observers, students and journalists. In this 2025 edition, our key figures highlight the scale of our industry: €175 billion in turnover and 2.6 billion transactions – nearly 80 orders every second.

The €200 billion milestone is set to be exceeded in 2026, a clear sign that e-commerce is deeply woven into French consumers' everyday lives. Yet 2024 marks a turning point: for the first time in several years, growth is being driven more by volume than by value. As inflation eases and purchasing power

returns, online shopping volumes are once again on the rise. This sensitivity to the economic conditions reflects the maturity of our sector.

**Together, we aim to address three key challenges.**

- **The environmental challenge:** through our commitment to more responsible consumption, reflected in a new charter aimed at reducing the environmental impacts of e-commerce.
- **The regulatory challenge:** it is essential for all players in our market, especially major Asian platforms, to play by the same rules.
- **The security challenge:** in response to the growing risks of online fraud.

Today, the energy of the entire e-commerce industry remains as strong as ever. Our study with Toluna, conducted among 250 e-commerce business leaders, reveals a shared sense of optimism. The generative AI revolution is fuelling this momentum: over 80% of companies in the sector are already using these tools! AI is transforming every link in the value chain.

Maturity is not synonymous with stagnation or inertia. Not for e-commerce players, who draw both strength and wisdom from it! This maturity allows us to harness AI and venture into new frontiers. Our indicators point to the future of e-commerce: one that is more responsible, more secure, and more innovative.

Marc Lolivier,  
Managing Director of FEVAD (French Federation of E-commerce)

## ABOUT FEVAD

+ FEVAD, with over 800 members, is **France's leading network of e-tailers**. Its dynamism comes from the diversity of its members, which include pure players, retailers, brands, start-ups and solution providers. FEVAD encourages discussion through themed workshops, committees and two major events: the Start Me Up Challenge and the Grand Prix des Favor'i. As a partner of major events like Paris Retail Week, FEVAD also provides opportunities for networking and innovation.

+ Joining FEVAD means **gaining privileged access to market research, newsletters and workshops in order to anticipate changes in the sector**. FEVAD, which is recognised by the public authorities, works to promote a favourable regulatory framework for e-commerce while guaranteeing transparency and respect for consumers. Its label, a guarantee of trust, is recognised by e-buyers and is part of the Ecommerce Europe Trustmark network. FEVAD also provides a mediation service qualified to resolve disputes, thereby boosting consumer confidence.

# THE FRENCH & E-COMMERCE

## SO MANY GOOD REASONS TO SHOP ONLINE...

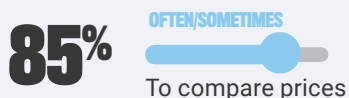
- + Even if they are sometimes critical of the effects of the internet (dependency, isolation, a sedentary lifestyle, etc.), the French like e-commerce because it responds to major consumer issues.
- + This is because **88% of French people who recognise its impact on their daily lives consider it positive**. A sentiment shared by all categories of the population. **As a way of saving time, controlling budgets and optimising purchasing power, e-commerce offers simple, flexible access to a wide range of products and services, making the act of consumption easier, smarter and more enjoyable.**

### E-COMMERCE IS A WAY TO OPTIMISE ONE'S BUDGET AND PURCHASES

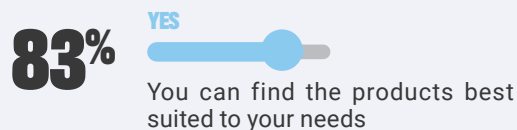


**OVER 8 OUT OF 10 FRENCH PEOPLE** optimise their purchases through e-commerce, thanks to a wider range and more suitable, unique or original products

#### DO YOU USE ONLINE SERVICES...



#### WOULD YOU SAY THAT WITH E-COMMERCE...



### E-COMMERCE SAVES TIME



**85%** of online shoppers consider that ordering online saves time

### E-COMMERCE IS A WAY TO REDUCE CONSTRAINTS AND BE LESS ISOLATED

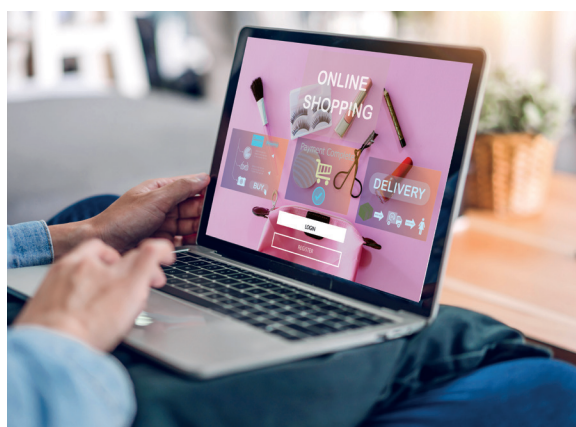


**75%** of people living in rural areas have items delivered that they can't find nearby

### E-COMMERCE IS A WAY TO MATCH A LIFESTYLE WITH CONVICTIONS



**55%** of online shoppers believe that e-commerce has contributed to greater transparency in the display of products' origin, composition, etc.



**MORE INFO**

Source: Odoxa for FEVAD, January 2024.

# E-COMMERCE BUSINESS TO CONSUMERS : THE MARKET

## THE B2C MARKET BUOYED BY AN ACCELERATION IN ORDERS

- + The e-commerce sector continues to showcase its dynamism as it reaches a new milestone, with turnover of €175.3 billion in products/services and 2.6 billion transactions.
- + Product sales are bouncing back. Unlike previous years, the volume of orders for products is growing faster than for services. Product sales have returned to levels seen in 2021 (€66.9 billion) at the end of the Covid pandemic, but with an unprecedented transaction volume (1.28 billion). Activity in non-food products is no longer declining, after being indirectly affected by food inflation in 2023. The average basket value is being driven down by food deflation, the growth of second-hand sales and low-cost platforms.
- + The momentum of service sales continues, although growth in the transport, tourism, and leisure sector has slowed. Service sales (€108.4 billion) have doubled compared to the pre-COVID period, driven in the last two years by sharp price increases in energy, transport, and hospitality. However, the average basket size is slowing, primarily due to the easing of inflation in energy prices.

### E-COMMERCE TURNOVER

**€175.3 BN**

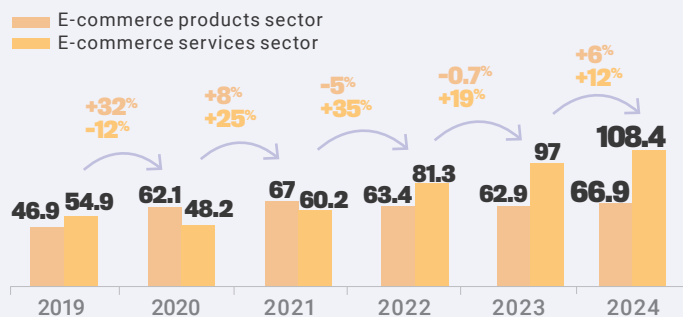
+9.6% compared with 2023

Year	YOY Change	Turnover (€ Bn)
2019	+11.6%	(101.8)
2020	+8.4%	(110.4)
2021	+15.2%	(127.2)
2022	+13.8%	(144.7)
2023	+10.5%	(159.9)
2024	+9.6%	(175.3)

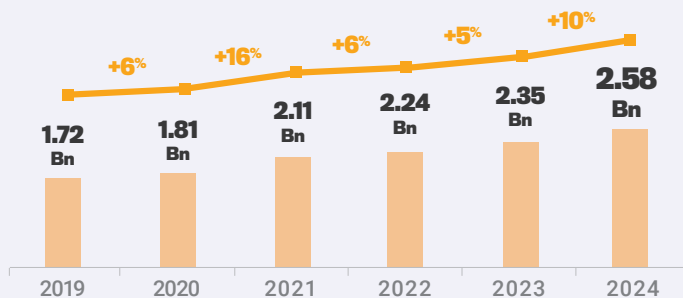
Source: FEVAD iCE.

### PRODUCTS AND SERVICES

VARIATION IN PRODUCT AND SERVICES T/O YOY (€ BN)



VARIATION IN THE NUMBER OF ONLINE PRODUCT AND SERVICE TRANSACTIONS IN BN





## E-COMMERCE SHARE IN RETAIL

- + E-commerce now accounts for 11% of retail sales in France, returning to its pre-Covid levels after a dip in 2023. Household goods continue to lead the market with a 28% share of online sales, driven primarily by high-tech products at 31% and household appliances, which have grown to 25%. Clothing confirms its digital shift with 23% of market share and online revenue of €7.7 billion (including Amazon, Shein, and Temu). Furniture maintains its share at 24%, while fast-moving consumer goods continue to grow, reaching 10.8% with €13.2 billion in sales.
- + The widespread rise of the digital channel reflects a structural transformation in French retail, in which e-commerce has become an essential channel across all sectors, with particular acceleration in personal and household goods.

## MARKETPLACES CONSOLIDATING THEIR MARKET SHARE

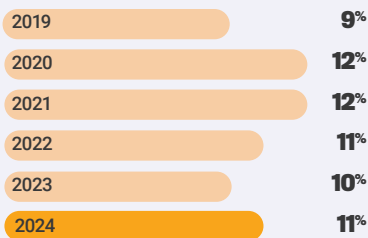
- + Marketplaces continue to grow, accounting for 31% of the e-commerce turnover generated in 2024, up from 29% in 2023. High-tech remains the leading category, ahead of household appliances/goods and fashion.

### E-COMMERCE SHARE IN RETAIL

**11%**

of retail sales\*

\*Excluding fuel, pharmacies, medical and orthopedic items.



Source: FEVAD with INSEE.



### E-COMMERCE MARKET SHARE AND TURNOVER BY SECTOR

2023 MKT SHARE	2024 MKT SHARE	2024 online T/O in € bn
High-tech household goods		
30%	31%	4.9
Household goods/appliances		
23%	25%	2.5
Total household goods		
28%	28%	7.3
Clothing		
22%	23%*	7.7*
Furniture		
23.9%	24%	3.3
Fast-moving consumer goods		
10.3%	10.8%	13.2
Hygiene/beauty		
14.1%	14.7%	UNAVAILABLE

Online market share in sector sales.  
Online T/O in €bn.

Sources: GfK a NielsenIQ company for household goods (Sell-out excluding marketplace) - IFM for clothing (\*including Amazon, Shein and Temu) - IPEA for furniture - NielsenIQ for convenience goods - Kantar for hygiene/beauty.

### PRODUCT CATEGORIES PURCHASED

Top 5 product categories purchased on marketplaces in 2024, as a percentage of MKP sales in 2024



Source: NIQ Digital Purchases - France 2024.

### MARKETPLACE BUSINESS VOLUME ACCOUNTED FOR

**31%** OF BUSINESS VOLUME of e-commerce product sales in 2024.

Source: NIQ Digital Purchases - France 2024.

# E-COMMERCE: THE BUYERS

## E-SHOPPERS, M-SHOPPERS: ALL CONSUMERS!

+ The rates of internet users and online shoppers continue to rise: 95 % of French households living in urban areas have access to internet in 2024 (+3 points compared to 2019) and 80% of individuals (ages 16 to 74) have made a purchase in the last 12 months, marking a 3 point increase year-on-year. The e-shopper rate remains 8 points above the European average.

Source: Eurostat 2024.

**41.6 MILLION** French people aged over 15 made purchases online during the last 12 months: an increase of +2.2 million over one year.

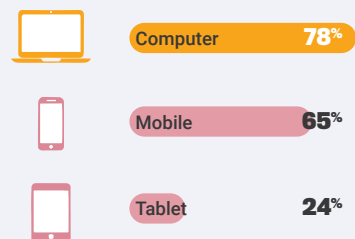
**THIS REPRESENTS 73.3%** of individuals over 15 years old

Source: INSEE, annual ICT household survey.

### MULTIPLE SCREENS USED FOR PURCHASING

**54%** Multi-screen e-shoppers

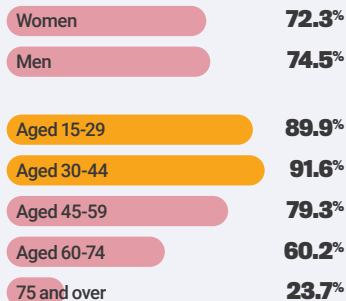
#### SCREENS USED IN % OF E-BUYERS:



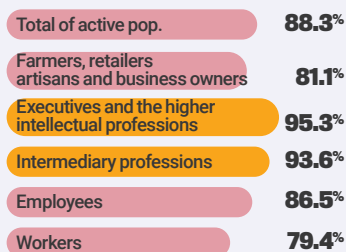
Source: Toluna study for FEVAD, January 2025.

### E-BUYER PROFILES

PERCENTAGE OF PEOPLE WHO MADE AN ONLINE PURCHASE IN THE LAST 12 MONTHS



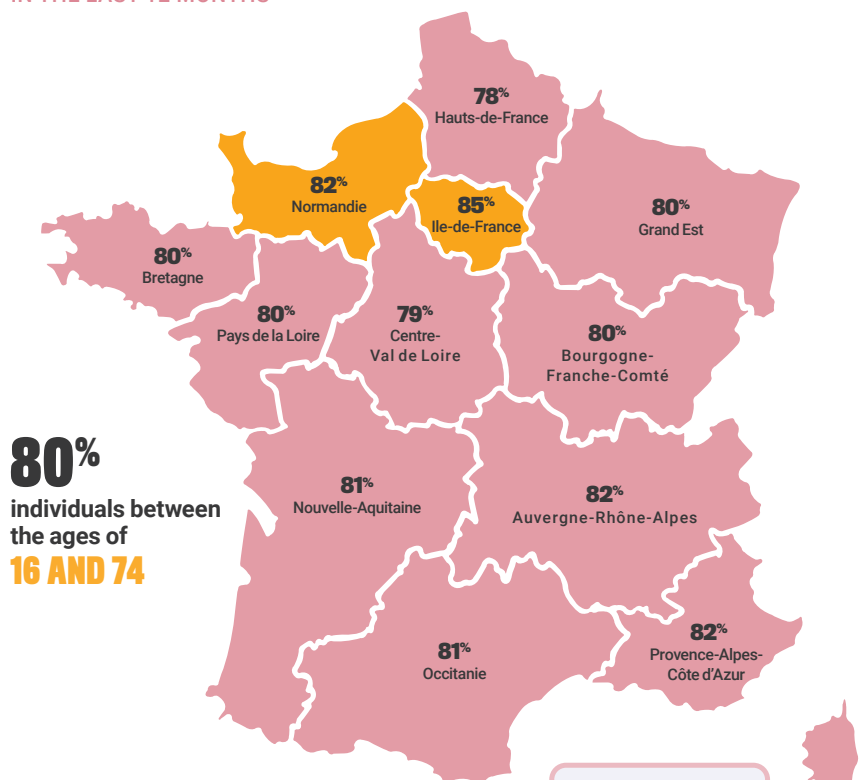
Source: INSEE, annual ICT household survey.  
Base: individuals over 15 years old.



Source: INSEE, annual ICT household survey.  
Base: active persons over 15 years old.

### REGIONAL PENETRATION

% OF PEOPLE WHO MADE AN ONLINE PURCHASE IN THE LAST 12 MONTHS



**80%** individuals between the ages of **16 AND 74**

Source: INSEE/Eurostat, annual ICT household survey.  
In % of individuals (ages 16 to 74)

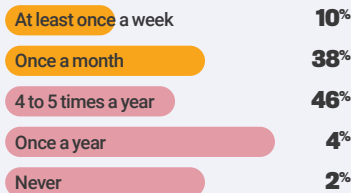
**+ 44%** Outermost French regions

# FREQUENCY AND TYPES OF PURCHASE: ANALYSIS OF FRENCH PEOPLE'S ONLINE CONSUMPTION HABITS

- + In 2024, French respondents reported a significant increase in their online shopping (32%), compared to those who stated a decrease (27%). This trend suggests a growing appreciation for e-commerce, seen as a way to mitigate the economic challenges of the year.
- + 48 % of buyers make at least one purchase per month.
- + The most purchased products online are fashion and clothing (around 60%), followed by shoes (nearly 50%), beauty and hygiene (47%), and games and toys (43%). Regarding digital products and services, hotel stays and vacation rentals (39%) as well as transport tickets (36%) were the most popular.

## FREQUENCY OF ONLINE PURCHASES OF NON-FOOD PHYSICAL PRODUCTS IN 2024

IN % OF E-BUYERS OVER THE LAST 12 MONTHS



Source: CREDOC, Digital barometer, 2025.

**62 ONLINE PURCHASES**  
on average per buyer in 2024.

**€4,216** spent on average per buyer (compared to **€4,055** in 2023).

Source: FEVAD-INSE, annual ICT household survey.

**€68**  
Average purchase value stable compared to 2023

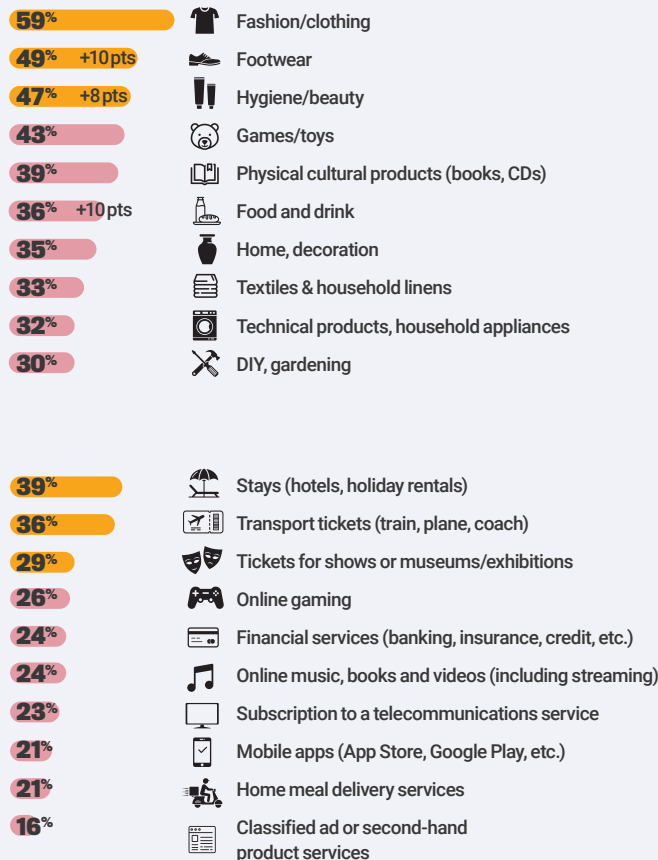
Source: FEVAD iCE.

## EXCERPT FROM PHYSICAL PRODUCTS AND SERVICES PURCHASED ONLINE IN 2024

IN % OF E-BUYERS IN THE LAST 12 MONTHS



MORE INFO:



Source: Toluna for FEVAD, January 2025.

# E-COMMERCE: THE PLAYERS

## A GROWING NUMBER OF PLAYERS

- + 153,000 active merchant sites were listed on the ICE PSP FEVAD panel (secure payment platforms), **+9% active merchant sites compared to 2023** (Source: Fevad ICE Q4 2024).
- + When asked about their investment priorities, French business leaders place international expansion at the top (46%), a priority that has increased sharply (+17 points year-on-year). Their investment priorities also include cybersecurity, CSR, innovation and research and development.
- + Generative AI remains the top innovation priority for French and European e-tailers. Widely regarded as the sector's most promising innovation, its adoption rate continues to rise among French e-tailers: 82% of respondents report using it, which is an +11% increase compared to last year and +3% more than our European neighbours. While customer relations and marketing remain the primary uses, applications in logistics are rapidly growing. (Source: FEVAD/LSA/Toluna barometer, March 2025).

## EXCERPT FROM THE RANKING OF E-COMMERCE SITES BY CUSTOMER NUMBERS

Ranking of sites across all sectors in 2024 (excluding travel and accommodation)

Position - E-commerce site	Evolution in position 2024 / 2023	Number of customers (in millions)	Penetration (survey) on the basis of online shoppers in last 12 months
<b>1</b> amazon	=	<b>25.59</b>	<b>61.6%</b>
<b>2</b> E.Leclerc	=	<b>9.40</b>	<b>22.6%</b>
<b>3</b> Cdiscount	=	<b>9.37</b>	<b>22.5%</b>
<b>4</b> fnac	=	<b>8.62</b>	<b>20.7%</b>
<b>5</b> Carrefour	=	<b>7.28</b>	<b>17.5%</b>



Source: Toluna for FEVAD, October 2024.

Base: Online shopper population in last 12 months in mainland France, INSEE.

## E-COMMERCE: THE JOB CREATOR



- + The e-commerce sector is a major source of job creation. Recruitment is essential to sustain its growth and momentum. **41% of online sales websites increased their workforce in 2024.**

- + According to an independent study conducted by Oliver Wyman with support from Logistics Advisory Experts in 2021, one direct job in e-commerce requires 1.2 additional indirect jobs to manage logistics and deliveries. The economic dynamism of e-commerce has a direct impact on other related sectors.

**41%** of websites increased their workforce in 2024, with **26%** planning to recruit in 2025  
(+7pts compared to 2024)

Source: FEVAD/LSA/Toluna barometer, March 2025).

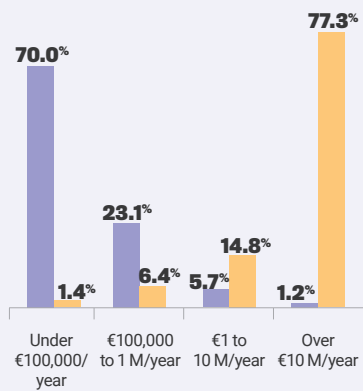
**212,000 JOBS** in 2024 (+8% compared to 2023)

Source: FEVAD estimate according to INSEE, updated ESANE 2021 findings

## TYOLOGY OF PLAYERS

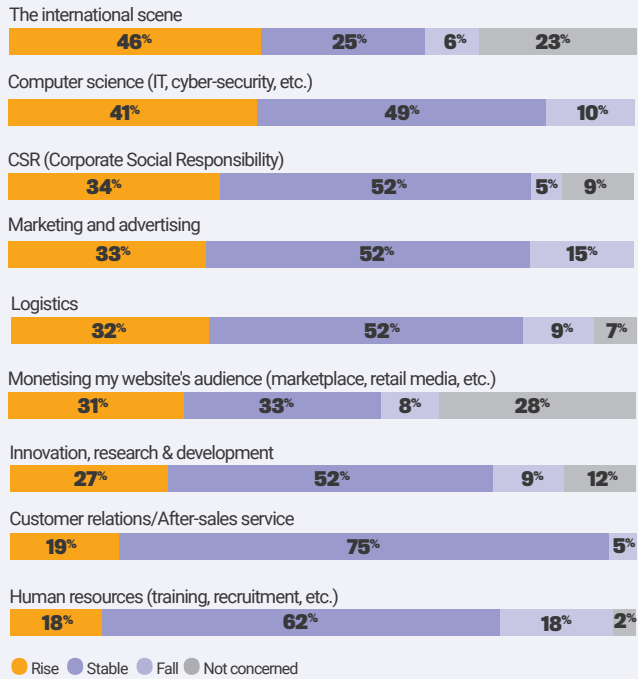
IN WHICH THE T/O GENERATED ON BEHALF OF THIRD PARTIES IS ALLOCATED TO THE SITE HOSTING THE MARKETPLACE

- Breakdown of the number of websites
- Breakdown of the e-commerce sector's turnover



Source: FEVAD iCE 2024.

## PRIORITY INVESTMENTS FOR E-TAILERS IN 2025



Source: FEVAD/LSA/Toluna barometer, March 2025.

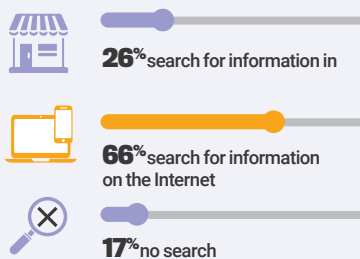


# PURCHASE BEHAVIOUR OF MULTICHANNEL CONSUMERS

- + Whether the experience is physical or digital, French consumers now tend to prepare their purchases. Over 8 in 10 consumers search for information before making a purchase, mainly on the Internet, to ensure they find the best product at the best price.
- + 93% of online shoppers say they are satisfied with their online purchases. This result underscores the effectiveness of the efforts made by e-commerce players in this area. (Source: Toluna for FEVAD, December 2023.)

## INFORMATION SEARCHES BEFORE MAKING AN ONLINE OR IN-STORE PURCHASE

**83%** search for information first



Base: e-buyers in last 12 months making a non-food purchase (5 categories analysed)  
Source: Toluna for FEVAD, January 2024.

## UPSTREAM SEARCH CHANNELS BY PURCHASING CHANNEL

### SEARCH CHANNELS



IN STORES



ON THE INTERNET

### SEARCH CHANNEL



**62%** **53%**

**BOTH: 14%**



**25%** **87%**

**BOTH: 11%**

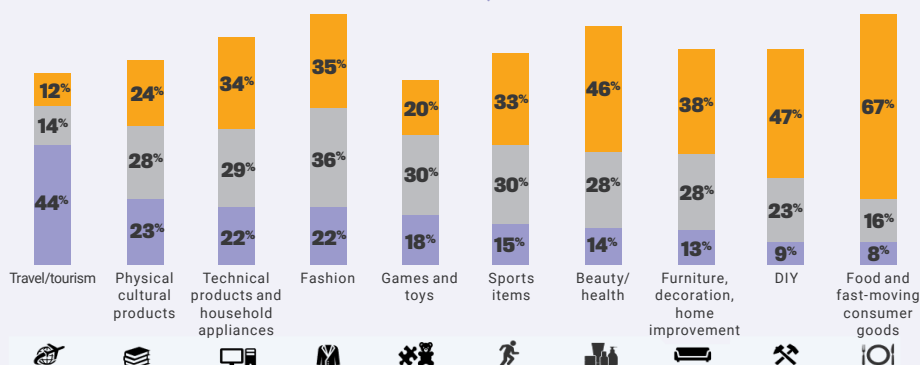
Base: e-buyers in last 12 months who searched before buying  
Source: Toluna for FEVAD, January 2024.

## OMNICHANNEL PATTERNS BY TYPE OF PURCHASE

CATEGORIES OF PRODUCTS PURCHASED IN LAST 12 MONTHS, IN % OF E-BUYERS

### OFFLINE-ONLINE MIX

- Primarily in-store
- Equally online and in-store
- Primarily online



**93%** of online shoppers are satisfied with their online purchases.

Source: Toluna for FEVAD, October 2024.

Source: Toluna for FEVAD, December 2023.

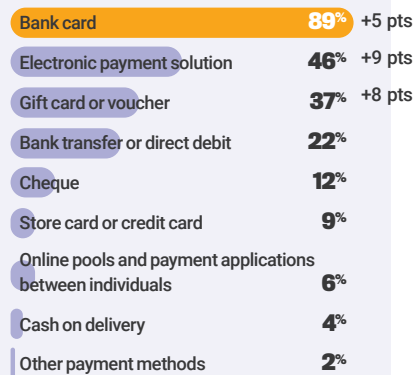
# PAYMENT & DELIVERY: CUSTOMER EXPERIENCE CATALYSTS

- + For their online purchases, the French continue to favour card payments, used by 89% of online shoppers. This is a 5-point increase compared to the previous year. At the same time, electronic payment solutions have seen significant growth (46% use them, +9 points in one year), as well as gift cards or vouchers (37%, +8 points).
- + Price remains the primary factor in choosing a delivery method, with free delivery being a key consideration. Proximity and delivery times come second in consumer priorities.
- + For the purchase of physical products online, respondents still prefer home delivery (81%) and pick-up at relay points (70%). It is worth noting that delivery to parcel lockers is significantly increasing (19%), a delivery method now approaching the popularity of click-and-collect pick-up (23%). (Source: Toluna for FEVAD, January 2025). Across all order delivery options, home delivery accounts for 54% of shipments, while delivery to other locations represents 46%. Pickup lead the way, representing nearly half (45%) of all deliveries outside the home. The other half is split between parcel lockers and click-and-collect pick-up. (Source: Toluna for FEVAD, December 2024)
- + Overall, satisfaction with the various delivery methods is high. More than 9 out of 10 consumers say they are satisfied with delivery, regardless of the method used. Notably, more than half report being very satisfied. (Source: Toluna for FEVAD, December 2024)

## AS REGARDS PAYMENT...

### PAYMENT METHODS USED ONLINE

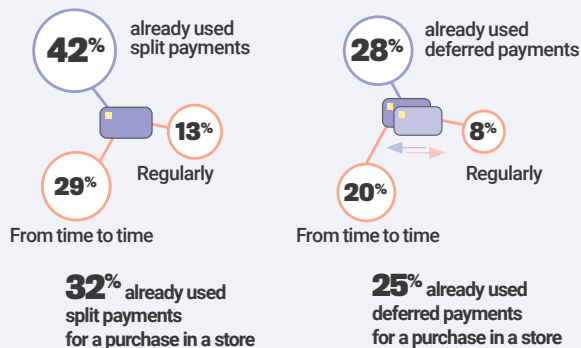
IN % OF E-BUYERS IN THE LAST 12 MONTHS



Source: Toluna for FEVAD, January 2025.

### SPLIT AND DEFERRED PAYMENTS

IN % OF E-BUYERS

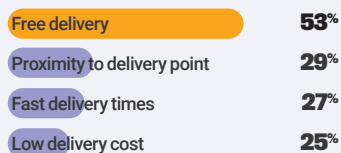


Source: Toluna for FEVAD, December 2022.

## ... AND DELIVERY

### DELIVERY METHOD SELECTION CRITERIA

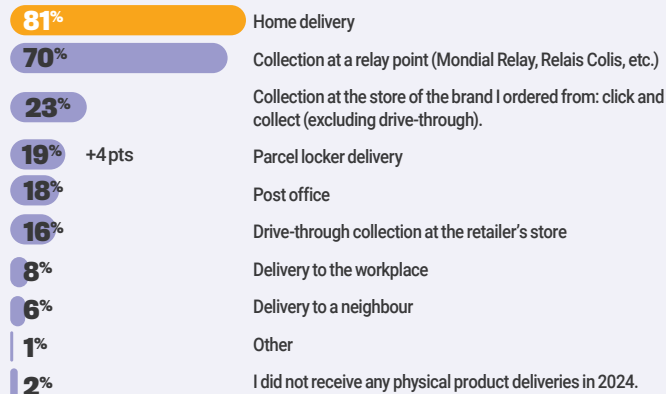
IN % OF E-BUYERS IN THE PAST 3 MONTHS



Source: Toluna for FEVAD, December 2024

### DELIVERY METHODS USED

IN % OF E-BUYERS IN THE LAST 12 MONTHS



Source: Toluna for FEVAD, January 2025.



# E-COMMERCE : THE INTERNATIONAL SCENE

## FRENCH E-COMMERCE & THE INTERNATIONAL SCENE



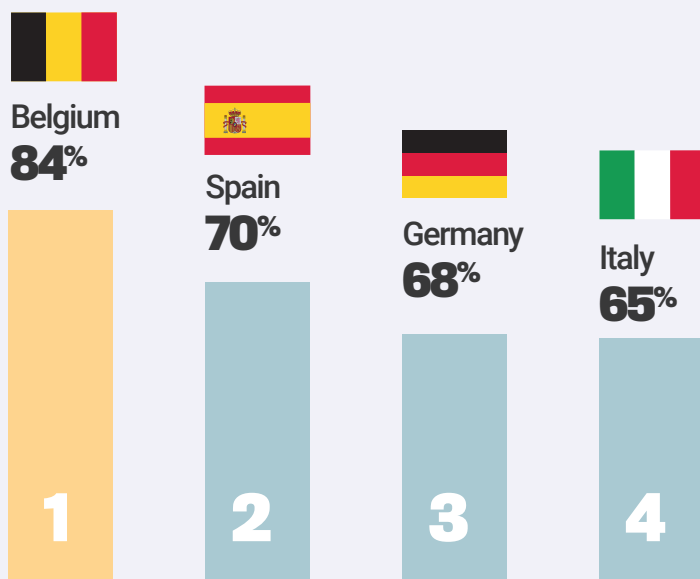
**73%** of French e-tailers sold internationally: an increase of 4 points compared to 2024.

Source: FEVAD/LSA/Toluna barometer, March 2025.

- + International expansion is already a reality for many e-retailers. 73% of French respondents already have an international presence (+4 points compared to 2024). Belgium and Spain are the leading expansion markets for French websites, followed by Germany.
- + Cross-border sales of products and services remained stable in 2024 compared to 2023 (17% of total product and service transactions). Their share exceeds pre-Covid levels by 3 percentage points. (Source: ICE/FEVAD)

### TOP COUNTRIES WHERE FEVAD MEMBER COMPANIES ARE PRESENT IN 2025:

IN % OF SITES WITH INTERNATIONAL SALES



Source: FEVAD/LSA/Toluna barometer, March 2025.



**40%** of sites with international sales are present in over 10 countries.

Source: FEVAD/LSA/Toluna barometer, March 2025.

**81%** of websites anticipate a rise in the share of their international sales over the next 2 years (46%: a significant increase)

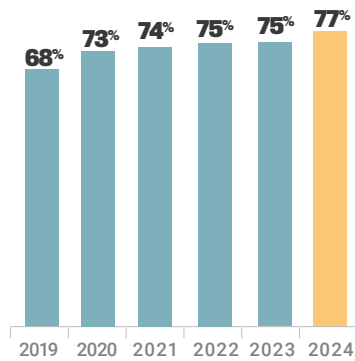
Source: FEVAD/LSA/Toluna barometer, March 2025.

# E-COMMERCE GROWING IN EUROPE, THE UNITED STATES AND CHINA

- + In 2024, e-commerce continues to demonstrate its vitality on a global scale. The number of online shoppers in Europe has reached 77% of internet users, a 2-point increase. The European market is projected to grow 9%, reaching €661 billion. Even more notably, the growth rate excluding inflation stands at 6%, signaling strong recovery after two years of stagnation at 0%. The United States maintains its momentum with an 8% increase and a turnover of \$1.19 trillion, accounting for 16.1% of retail sales.
- + Following a period of inflation that had constrained real growth in 2022-2023, online commerce is now experiencing solid organic growth, further confirming the permanent shift in digital consumption habits.

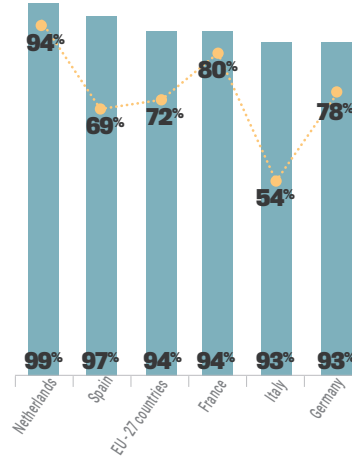
## NUMBER OF E-BUYERS IN EUROPE

IN % OF WEB USERS



Source: Eurostat, EU 27 countries.

## INTERNET ACCESS AND ONLINE SHOPPING IN EUROPE

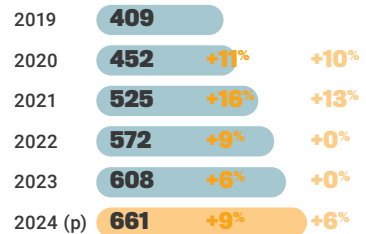


- Level of Internet access (% of households)
- Online purchases made by individuals in the past 12 months (% of individuals)

Source: Eurostat 2024.

## E-COMMERCE TURNOVER IN EUROPE

TURNOVER FOR PRODUCTS AND SERVICES IN €BN



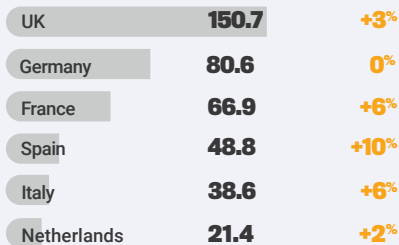
- Variation
- Variation excluding inflation

Source: "European E-Commerce Report 2024" by the Amsterdam University of Applied Sciences for Ecommerce Europe, EU 27 countries

(p) : provisional

## TOP COUNTRIES IN EUROPE

TURNOVER FOR PRODUCTS IN €BN IN 2024



- Product sales 2024
- Variation in product sales

Sources: United Kingdom: Office for National Statistics/France: FEVAD/Germany: bevh-research/Spain: Adigital (Q4 estimated)/Italy: Survey Netcomm/Politecnico Milano/Netherlands: Thuiswinkel Markt Monitor

## E-COMMERCE TURNOVER IN THE US

2024 **1,190** +8.0% 16.1%

- E-commerce B2C turnover in \$bn
- Variation
- Share of retail commerce

Source: Retail Indicators Branch, U.S. Census Bureau. Products and services, excluding travel, ticketing, finances.

## E-COMMERCE TURNOVER IN CHINA

2023 **1,791** +8.4% 28%

- E-commerce turnover in \$bn
- Variation
- Share of retail commerce

Source: National Bureau of Statistics of China - product sales.



# B2B E-COMMERCE

## TRANSFORMING CONSTRAINTS INTO OPPORTUNITIES

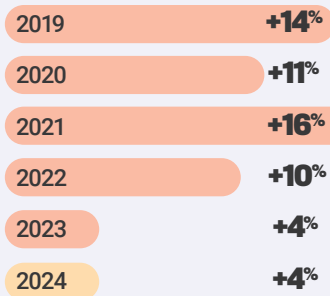


- + For the second consecutive year, sales to professionals continued on a slower growth trend in 2024 following strong post-Covid increases. They reached 52% above the 2019 pre-Covid level, representing an average annual growth rate of 9% from 2019 to 2024. (Source: iCE100 B2B FEVAD panel)
- + More than one in two buyers have already used automated conversational services like chatbots on websites and apps, with about one third (34%) using them for their professional purchases.
- + The use of and familiarity with three generative conversational AI services (ChatGPT, Google Gemini and Microsoft Copilot) have already become mainstream. ChatGPT has reportedly already been used or tested by 44% of surveyed buyers, compared to 15% for Google Gemini and 13% for Microsoft Copilot.

### B2B E-COMMERCE

VARIATIONS IN E-COMMERCE TURNOVER WITH PROFESSIONALS (INDUSTRIAL, SPECIALISED, OFFICE AND IT PRODUCTS)

**+52%** compared to 2019



Source: FEVAD IEC 100 B2B panel

### CHATBOT USAGE IN PROFESSIONAL PURCHASING

"AS PART OF YOUR PROFESSIONAL PURCHASES, HAVE YOU EVER INTERACTED WITH A CHATBOT, OR WOULD YOU BE WILLING TO DO SO TO..."

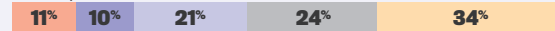
Ask for information or advice about a product or service from one of your suppliers



Request assistance or report an emergency to one of your suppliers



Place a professional order

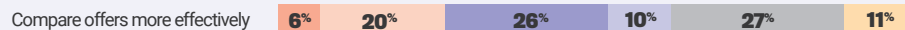
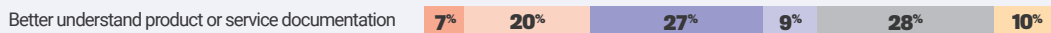


● Already have ● Very likely to ● Might use ● Unlikely to use ● Definitely would not

Source: FEVAD study conducted by Next Content – December 2024 (based on individuals who have already used or are aware of chatbot features).

### BENEFITS OF GENERATIVE AI IN PROFESSIONAL PURCHASING FOR BUYERS WHO HAVE ALREADY USED OR ARE AWARE OF THESE TECHNOLOGIES

"HAVE YOU EVER USED GENERATIVE AI TECHNOLOGIES (CHATGPT, GOOGLE GEMINI, MICROSOFT COPILOT, ETC.) FOR PROFESSIONAL PURPOSES OR WOULD YOU BE WILLING TO USE THEM TO..."



● Already have ● Very likely to ● Might use ● No, I don't trust it ● No, it isn't helpful ● I don't know

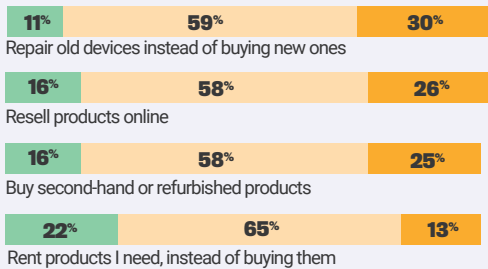
Source: FEVAD study conducted by Next Content – December 2024. Based on individuals who have already used or are aware of Generative AI technologies.

# SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

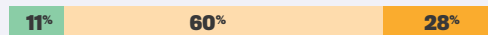
- + A profound shift is underway among French consumers and e-shoppers. The majority (55%) say their consumption habits have changed since Covid-19, this is particularly true for younger people (68% of 15-34 year-olds) and frequent e-shoppers (71% who make at least one online purchase per week).
- + 25% (with an even higher proportion among young people) are considering adopting more sustainable practices, such as supporting the circular economy, responsible and ethical consumption, or seeking out durable products.
- + Among emerging consumption trends, second-hand purchases have won over a large majority of online buyers (51%). Fashion and clothing items are the most purchased second-hand goods (39%), ahead of toys, books, and electronic products (19%).
- + Online resale is almost as popular as buying second-hand, with 43% of respondents having sold at least one product in 2024. The products most frequently resold online are fashion items, far ahead of games and toys, cultural products and decoration.
- + KEY takeaways: e-tailers' commitments to CSR ranks third among their investment priorities, which appears to reflect the commitments of signatories to the charter aimed at reducing the environmental impacts of e-commerce.

## THE IMPORTANCE OF CSR CRITERIA PRIORITISED BY FRENCH CONSUMERS IN THEIR PURCHASES

### OPTIMISING PURCHASES - SECONDHAND

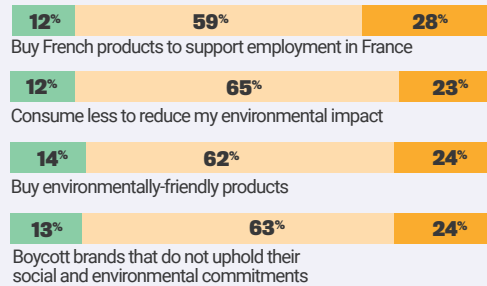


### QUALITY AND DURABILITY OF PRODUCTS



Source: Toluna for FEVAD, January 2025

### RESPONSIBLE AND ETHICAL CONSUMPTION



● Less than in 2024 ● Same as in 2024 ● More than in 2024

## SURGE IN SECOND-HAND PURCHASES AND ONLINE RE SALE

**51%**

of online shoppers have bought at least one second-hand product online in the last 12 months.

**43%**

of online shoppers have resold at least one product online in the last 12 months.

Source: Toluna for FEVAD, January 2025.

### REASONS FOR BUYING SECOND-HAND GOODS ONLINE IN THE PAST 12 MONTHS

- 1 To save money
- 2 For the thrill of finding good deals and negotiating prices
- 3 Because it's better for the environment / because I can't afford anything else

Source: Toluna for FEVAD, January 2025.



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