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Amazon expands in France but downscales in China

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Amazon is furthering its ambitions in Europe through an expanded sales and delivery partnership with French retailer Casino Group but is downscaling in China after a decade of struggling to compete with homegrown rivals such as Alibaba and JD.com. Only last month, Casino's supermarket subsidiary, Monoprix, built on the tie-up it signed with Amazon a year ago, extending its Prime Now service coverage to the whole of Paris and its suburbs. Amazon Prime members in Paris and more than 35 neighbouring municipalities can order Monoprix products including direct delivery to the address of their choice in less than two hours. The announcement today marks a significant step forward in the partnership with the location by the end of this year of Amazon Lockers in 1,000 Casino outlets, ranging from hypermarkets to small convenience stores trading under the groupâ€™s retail brands Monoprix, Monopâ€™, Géant, Hyper Casino, Casino Supermarché, Leader Price, Casino shop, Vival and Spar.

Source: https://www.cep-research.com/news/amazon-expands-in-france-but-downscales-in-china