

Online sales in France grow by 11% in Q2 2017

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Online sales in France grew by 11% to €19.5 billion in the second quarter of this year thanks to continuous growth in the number of online transactions and the growing number of French e-shoppers, according to new figures from the country's e-commerce association Fevad. The number of online transactions went up by 15% to reach a total of 287 million transactions in Q2 2017. The purchase frequency also further increased with one online shopper making on average nearly 10 transactions during this period, according to the Fevad figures. In total, €664 was spent per shopper on average in the second quarter of 2017, which is €100 more compared to two years ago.

Source: <https://www.cep-research.com/news/-online-sales-in-france-grow-by-11-in-q2-2017>