

French online sales grow by 10% in Q2 2022 but product sales fall by 17%

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According to quarterly figures from the Fevad e-commerce association, the overall e-commerce market (sales of products and services combined) remained stable although it has been affected, like all sectors, by the consequences of inflation and the energy crisis.

On the positive side, e-commerce revenues were driven, in particular, by the strong recovery of sales in transport, tourism and leisure. Travel and tourism sales continued to grow with the desire of the French to travel again, with sales increasing by nearly 68% in Q2, after 135% growth in Q1.

Product sales remain above the pre-Covid level

But, in contrast, sales from products decelerated after the boom observed during successive lockdowns. This "return to normal" leads to an unfavorable base effect linked to greater competition with "physical" businesses, Fevad explained.

However, the level of product sales remained above the pre-Covid level (+33% compared to 2019), which indicates that e-commerce is benefiting from a real structural dynamic which can be observed over the long term.

Higher spending

The number of transactions continued to increase in the second quarter of 2022 (+2.7%), which confirms the interest of shoppers in e-commerce. The average spending per French consumer also increased to €67 (+7.2% year-on-year). The positive development is particularly noticeable in the sectors of transport, tourism, leisure as well as water, gas, electricity, telephone and TV.

The number of active retail websites in France increased by 7% with 14,000 new websites being created in one year, which confirms the indispensable nature of online sales for many brands, despite a more moderate growth than last year (+16%) during the third lockdown.

Source: [CEP-Research](#)