Was France successfully doing business in E-Commerce (Emily)

Business in e-commerce is excelling in France 2020. Online sales have increased as internet access is growing. Marketplaces in France account for *"50.6% of all web traffic to the top 100 retailers in e-commerce marketplaces, while other retailers see 42.1% of traffic, and brands selling directly see 7.4% of traffic. Just over a fifth of marketplace traffic (23.2%) goes to Amazon, while eBay (6.7%), Cdiscount (5.7%), AliExpress (4.7%) and Fnac (3.2%) all have significant visitor numbers"* (E-Commerce Report, pg 28).

However due to the pandemic, Frances' e-commerce has slowly reduced in sales. *"In an update posted at the end of March, Fevad indicated that while 94% of ecommerce sites are still open, 76% had recorded a decline in sales since 15 March"* (Chris Dawson, 2020).

The GDP in France has increased by 0.069 from €2.419 in 2019 to €2.488 in 2020 according to (E-commerce report, pg 6). "*We expect retail e-commerce sales to total $ 77.27 billion (€ 69.01 billion) this year, compared to $ 66.00 billion (€ 58.94 billion) in 2019* (France E-Commerce, 2020).

Overall, France has been successful in doing business in e-commerce. E-commerce has been more successful than retail as a whole. The closing of businesses due to the pandemic have led many consumers in France to shop more online for products such as groceries. It's also helped consumers adapt to new methods of using e-wallets and preferring credit cards.

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