

RetailX France Luxury Ecommerce Report 2023

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

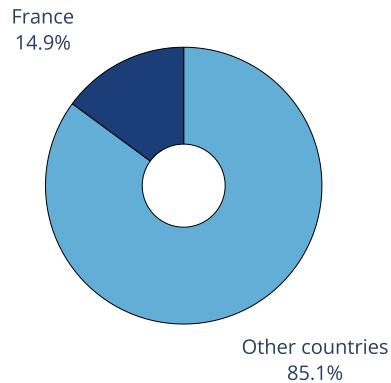
€13.8bn

Turnover of French online luxury sector in 2022

€4.95bn

Spent online on luxury fashion in France

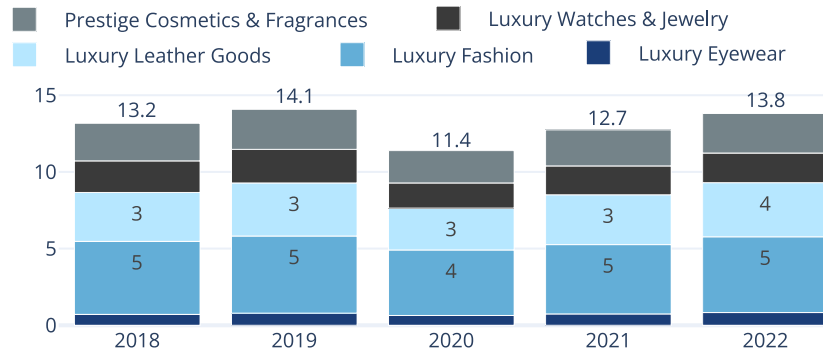
French luxury fashion revenue as share of the European market (%), 2022



Source: Statista Digital Market Insights

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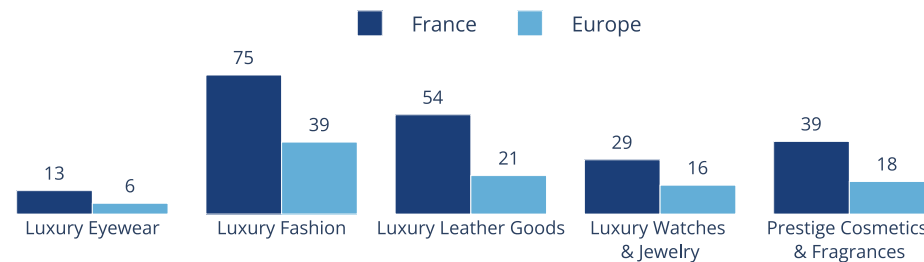
Annual revenue for the luxury market by segment (€bn), France, 2018-2022



Source: Statista Digital Market Insights

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Average spending of the luxury shopper by segment (€), France vs Europe, 2022



Source: Statista Digital Market Insights

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Hard hit by the pandemic, French online luxury sales have rallied considerably in 2022 and look on track to surpass their pre-2019 level in 2023. While French shoppers buy more luxury than any other nation, inflationary pressures have impacted sales to some degree, but the return of tourists from Asia have largely counteracted that.

Download the full report: internetretailing.net/report-hub/france-luxury-report-2023/



41%
Of French online luxury shoppers use mobile

43%
Of French luxury shoppers shop in-store, generating 80% of revenues

67%
Of French luxury shoppers are interested in buying sustainable products

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