

# RETAIL TECH IN FRANCE

KEY INFO IN

**10**  
POINTS

# 1

## E-COMMERCE: CLICK AND BUY!

In 2018, 67% of French people made at least one online purchase in the previous twelve months, higher than the EU average (60%) (Eurostat). In 2018, e-commerce revenue in France amounted to €92.6 billion (+13%), and is expected to reach €100 billion by 2019. In 2018, online orders amounted to €1.5 billion, 21% higher than in 2017. (French government figures, 2019)

---

# 2

## THE M-COMMERCE BOOM

The French consume more and more on mobile devices (35% of e-commerce sales). The mobile trade index (iCM), which measures sales via mobile devices such as smartphones and tablets as well as mobile sites and applications, increased by 22% in 2018. (Fevad, 2019)

---

# 3

## RETAIL TECH GOES GLOBAL

Twenty French startups showcased their innovations in January 2019 at the NRF Retail's BIG Show exhibition in New York. The lucky exhibitors, selected by Business France, were AB Tasty, Akeneo, Alcmeon, Armis, Cloud-Fi, ContentSquare, Dolmen, Early Birds, Hubstairs, Kylii Kids, Mirakl, Neos, OneStock, Proximis, Qopius, Revers.io, Simp'Lifi, Simplifield, UntieNots and Vivoka.

---

# 4

## FLEDGLINGS READY TO FLY

French retail tech startups raised significant funding in the first half of 2019. ManoMano, Europe's leading online DIY and gardening retailer, raised €110 million from French funds; omnichannel platform Wynd, raised €72 million, and French marketplaces solutions provider Mirakl raised €62 million.

---

# 5

## SERVING BUSINESSES

Artificial intelligence (AI) is now being used to assist businesses. Examples include Occi, which can analyze customer traffic and behavior in stores; Foxintelligence, which provides fast and accurate e-commerce information based on consumers' shopping habits; and Reech, which provides brands with a platform to identify influencers. AI is also being used to attract new customers: Adloop specializes in digital marketing while Eulerian can meet the main e-marketing needs of advertisers.

# 6

## STARTUPS AND MAJOR BRANDS

Galleries Lafayette and Plug and Play Tech Center are the two brands behind the Lafayette Plug and Play accelerator, specializing in retail and e-commerce. This three-month program announced in early 2019 that it will run for a sixth year, with the program focussing on creating a tailor-made customer journey, stores of the future, optimization of the supply chain and competitive intelligence.

# 7

## IMPROVING LOGISTICS

French startups are developing new logistics solutions: Ship-up specializes in package tracking; Stockly and WelcomeTrack offer inventory-sharing solutions between distributors and suppliers; and Colisweb and Deliver.ee manage deliveries from different outlets.

# 8

## BUOYANT FUNDRAISING

In 2018, 146 French startups specializing in Retail Tech raised €803 million. This was 40% higher than in 2017, when €574 million were raised. The average amount raised by companies is €5.5 million, up nearly 50%. (Spring Invest; LSA, 2019)

# 9

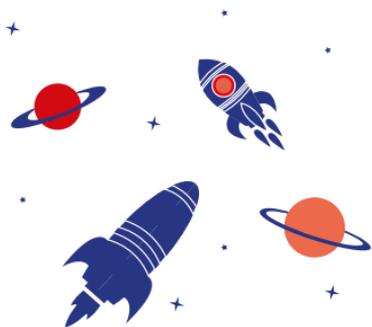
## A TICKET FOR FOREIGN TALENT

The French Tech Ticket program helps foreign startups that want to grow their business in France. Among the class of 2018 were Italian-Estonian company ModelTag, which allows brands to identify emerging top models, and Indian firm Intrippper, which elevates consumer experiences in places such as airports, train stations, and shopping centers.

# 10

## PARIS RETAIL WEEK

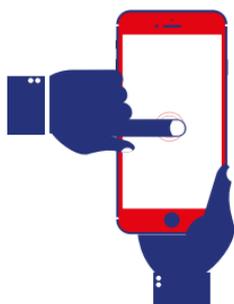
In September 2018, for the third year running, the French capital hosted Paris Retail Week, a European event for offline and online retail that brings together organizations from right across the e-commerce and retail sectors. At last year's event, Revers.io was chosen as the winner of the Paris Retail Awards, for its ability to enable retailers to digitize their entire after-sales process thanks to return solutions tailored to the different distribution channels.



**10,000**  
STARTUPS IN FRANCE  
(EY)

In 2018, French startups  
specializing in Retail Tech  
raised

**€803 million,**  
40% more than in 2017



(SPRING INVEST; LSA)

**E-COMMERCE REVENUE IN  
FRANCE IN 2018:**



NEARLY  
**€93 billion**

(FRENCH GOVERNMENT FIGURES, 2018)



**€3.6 billion**  
RAISED BY FRENCH  
STARTUPS IN 2018

(EY)

**BUSINESS FRANCE**

77, boulevard Saint-Jacques  
75680 Paris Cedex 14  
Tel. : +33 1 40 73 30 00

