

# Food and Drink E-Commerce in France

February 2022

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Ongoing double-digit growth for click-and-collect in 2021 thanks to seniors

Home delivery of food and drink finally takes off thanks to quick commerce

Intermarché achieves the best progression in percentage share while Leclerc gains the most ground in actual value sales in 2021

### PROSPECTS AND OPPORTUNITIES

No saturation likely in the short term, notably thanks to pedestrian click-and-collect and seniors

New concepts and tools for pedestrian click-and-collect include mutualisation and robotisation

Tough price war in quick commerce in which the winners take it all

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Marketplaces and pure players enjoy success

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