

Homeshopping in France

February 2022

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Homeshopping in France - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping is further cannibalised by e-commerce in 2021

Peak sales of frozen food during the first lockdown does not last

La Redoute SA focuses less on homeshopping and more on developing an omnichannel approach

PROSPECTS AND OPPORTUNITIES

Ongoing structural drop in homeshopping due to the shift towards e-commerce during the forecast period

Even Nespresso favours e-commerce and store-based sales at the expense of homeshopping

TV home shopping condemned to drop further due to waning interest in broadcast and cable TV

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