

# Mobile E-Commerce (Goods) in France

February 2022

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## Mobile E-Commerce (Goods) in France - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Strong recovery of m-commerce since the autumn of 2020 after a surprising slowdown during the first half of that year

The effects of recovery boost sales of smartphones in 2021

M-commerce innovations include the explosion of applications and app-in payment

#### PROSPECTS AND OPPORTUNITIES

Plenty of room for growth thanks to new tools

Some shortcomings nevertheless require some improvement

5G takes time but has the potential to provide m-commerce with some impetus

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Marketplaces and pure players enjoy success

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