

RETAIL TECH IN FRANCE

KEY INFO IN

10

POINTS

1

▶ E-COMMERCE: CLICK AND BUY!

In 2015, 65% of French people surveyed aged 16-74 had made at least one online purchase in the previous 12 months, higher than the EU average (53%). Between 2005 and 2015, e-commerce revenue in France rose from €8.4 billion to €64.9 billion. (French government figures, 2016)

2

▶ THE M-COMMERCE BOOM

French people are increasingly buying via their mobile phones. Mobile commerce revenue rose from €0.4 billion in 2011 to €6.4 billion in 2015. (French government figures, 2016)

3

▶ RETAIL TECH GOES GLOBAL

Ten French startups showcased their innovations in January 2017 at the NRF Retail's BIG Show exhibition in New York. The lucky exhibitors, selected by Business France, were ContentSquare, Alkemics, Simplifield, Critizr, Mirakl, Think&Go NFC, Sotretail, Vekia, Ysance and Socloz. In 2018, 15 startups will represent 'La French Tech'!

4

▶ FLEDGLINGS READY TO FLY

French retail tech startups raised significant funding in 2016. Lille-based firm Critizr raised €1 million from CapHorn Invest; Storetail raised €2 million from business angels and ISAI; SoCloz raised €4 million from Alven Capital; and Alkemics raised €20 million from Cathay Innovation and Serena Capital. In 2017, Vestiaire Collective raised €58 million to fund its international expansion.

5 ▶ SERVING BUSINESSES

From user experience analysts ContentSquare to supply chain solutions vendor Vekia, and Simplifield, which offers sales promotions, merchandising solutions, point-of-sale management, and maintenance, French retail tech firms are revolutionizing production, distribution and selling processes!

6 ▶ OPTIMIZING THE CUSTOMER EXPERIENCE

French startups are developing various solutions to optimize customer experiences: Think&Go designs retail screens offering contactless payment; Socloz specializes in point-of-sale digitization; Critizr enables customers to provide feedback on their experience directly to businesses; while Fivory has developed a mobile payment application.

7 ▶ BUYING ADVICE FROM CHATBOTS

Paris-based startup The Chatbot Factory specializes in developing chatbots. These virtual assistants can provide personalized help, improve customer service and offer product recommendations. Notable clients of the startup include Facebook Messenger, WhatsApp, iMessage and Skype.

8 ▶ INNOVATION-DRIVEN RETAIL


PICOM, the retail industry innovation cluster, draws on information and communication technology to inject innovation into the sector. Its Shopping Innovation Lab provides research and development teams, businesses and research laboratories with various types of digital solutions to help them deliver their innovation projects.

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 2017 are Bobbli (Tunisia), which helps users find and purchase products seen in films; Italian/Indian startup Handscart.com and its e-commerce platform for sustainable products; and Spanish firm Mon Soulier and its solution for virtually trying on shoes.

10 ▶ PARIS RETAIL WEEK

In September 2017, for the third year running, the French capital will host Paris Retail Week, a European event for offline and online retail that brings together organizations from right across the e-commerce and retail sectors.

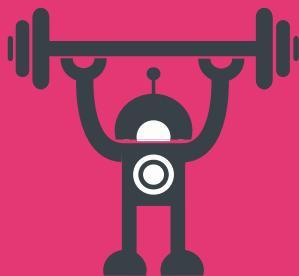


For further information, please visit:
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€2 MORE THAN
billion
RAISED IN VENTURE CAPITAL
IN 2016 BY STARTUPS
IN FRANCE

(EY)



ONLY

3.5

DAYS REQUIRED IN 2016
TO FOUND A COMPANY IN FRANCE

(WORLD BANK, DOING BUSINESS, 2017)



FRANCE: 1st
IN EUROPE FOR THE NUMBER
OF FAST-GROWING COMPANIES
IN THE TECHNOLOGY SECTOR

**(FT 1,000: EUROPE'S FASTEST
GROWING COMPANIES)**



€65 billion

**IN E-COMMERCE REVENUE
IN FRANCE**

(FRENCH GOVERNMENT FIGURES, 2016)