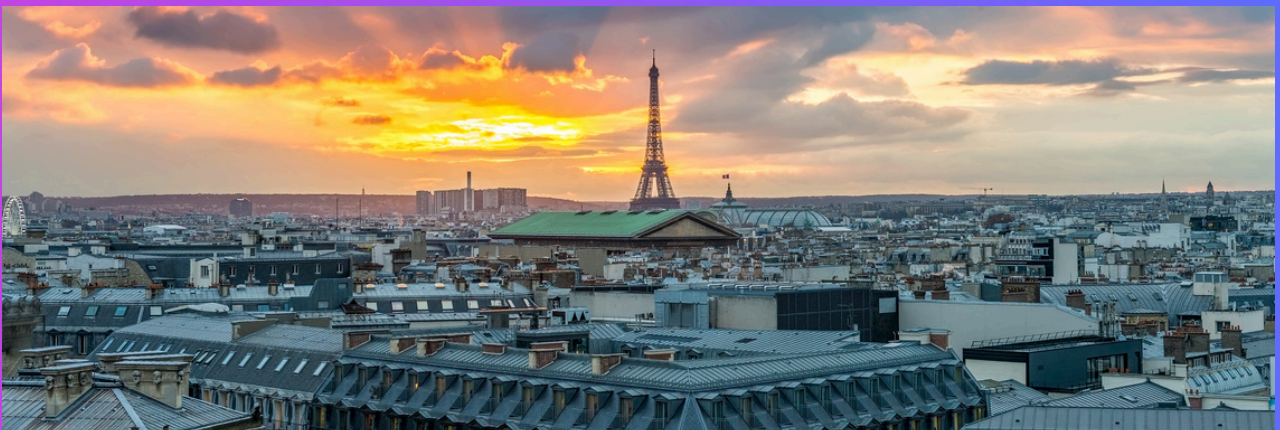




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SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



FRANCE EDITION



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Understanding what motivates French consumers to purchase is crucial for any brand or marketer, as these consumers have unique shopping behaviors.

Unlike people in other countries, the French love the in-person shopping experience at brick-and-mortar stores. But get this—even though they dig the physical stores, they still want integrated online/offline retail action, too.

This information comes from Bazaarvoice's survey of over 1,017 French shoppers, with at least 411 participants in the 18-44 age range. The report compares these trends on a global scale to provide a clearer perspective on consumer behavior.

For instance, French consumers are strongly interested in high-quality, informative product videos produced by brands. Additionally, combining user-generated content with tutorial videos from real people is highly effective. Another interesting fact about French shoppers is that they are surprisingly receptive to store-brand products compared to consumers in other countries.

Use these insights in the report to successfully navigate the French consumer market.

Online and in-store dynamics

While the return to office seems more prevalent, there needs to be a clear consensus on whether this has shifted spending patterns back towards physical retail stores versus online shopping. Consumers are roughly equally divided on whether their return to the office has increased their spending at physical stores rather than online shopping.



Have you returned to a physical office for a percentage of your work week in 2023?

Yes 64.9%

No 35.1%

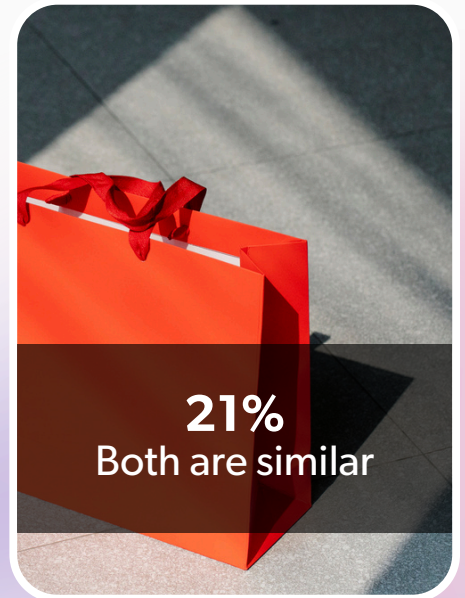
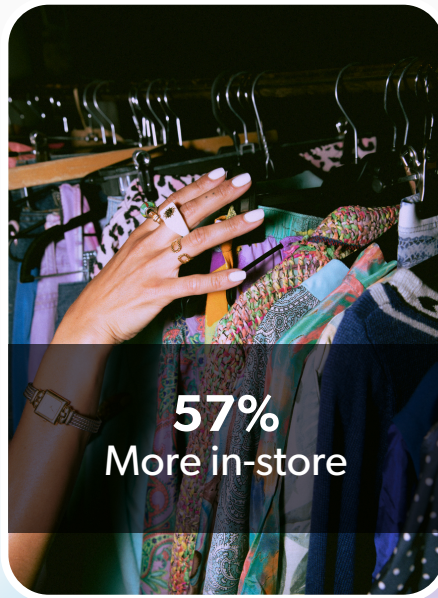


Has your return to work led to you spending in physical stores instead of online?

Yes 49.6%

No 50.4%

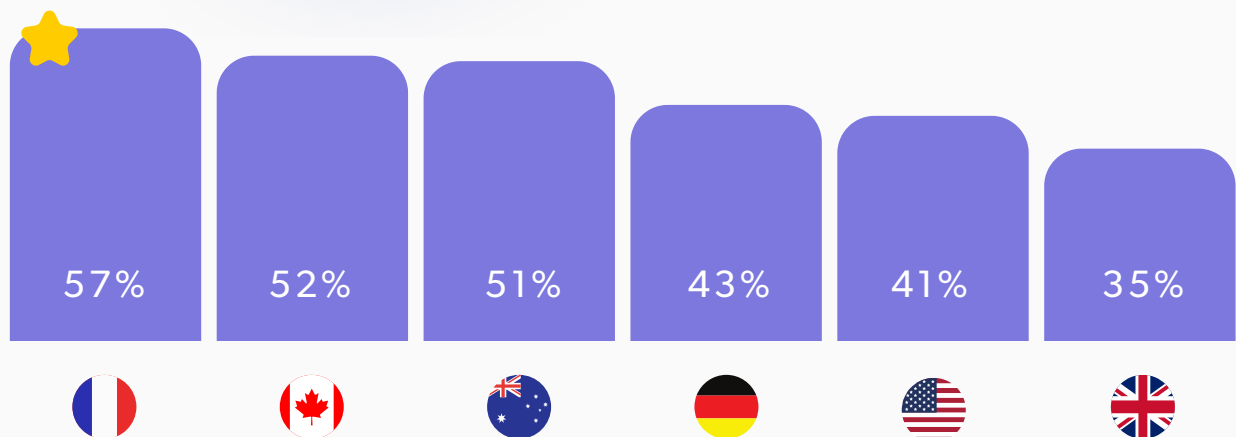
Do you spend more money online or in-store shopping?



French consumers value the traditional in-store shopping experience.

Who are the biggest online shoppers?

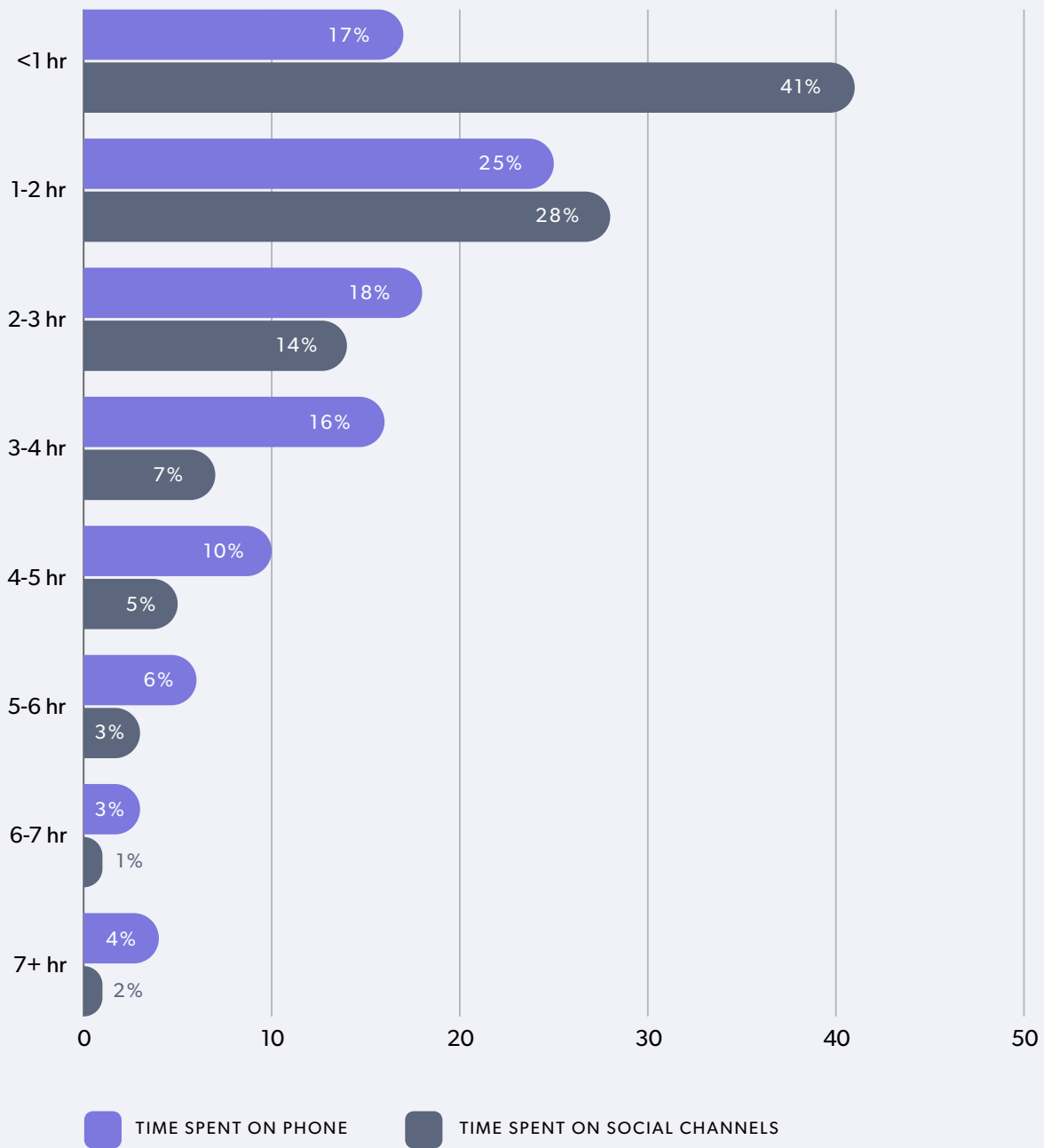
French shoppers have the highest preference for in-store over online shopping.



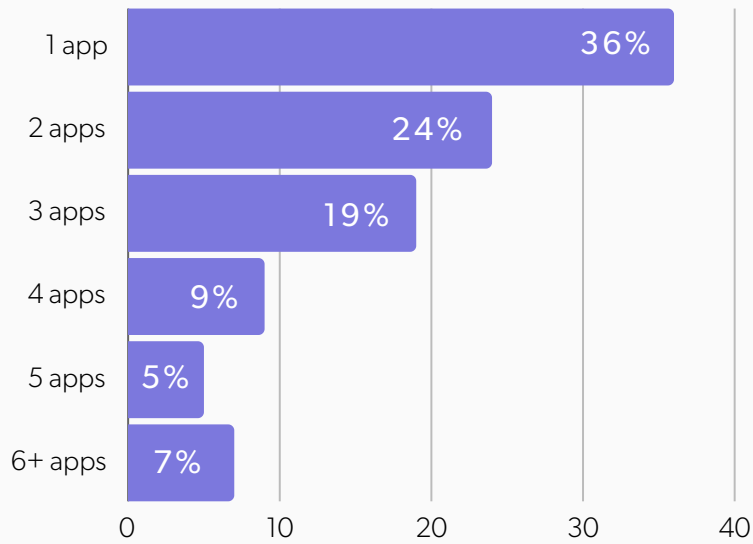
About 83% spend up to 3 hours daily on social media

How many hours a day do you spend on your phone?

How many hours a day do you spend on social channels?

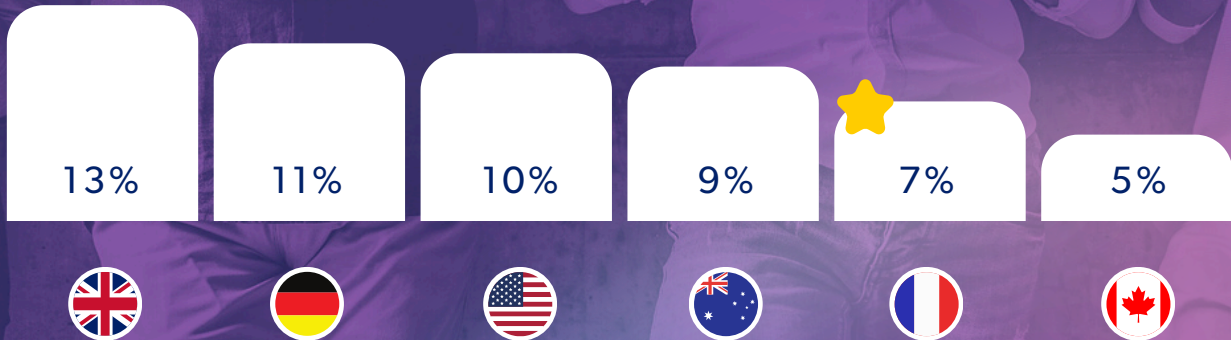


How many retailer/brand apps do you have on your phone?



Shoppers with 6+ retailer/brand apps on their phones

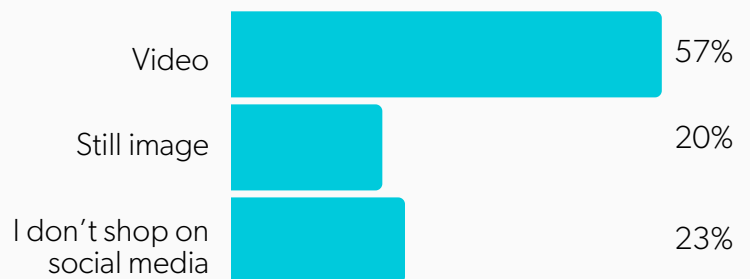
French shoppers are more selective about which brand apps they keep on their phones.



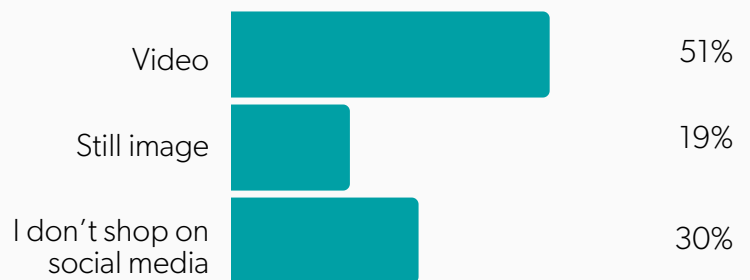
Swipe right

French consumers may be more selective and discerning when engaging with product highlight videos on social media.

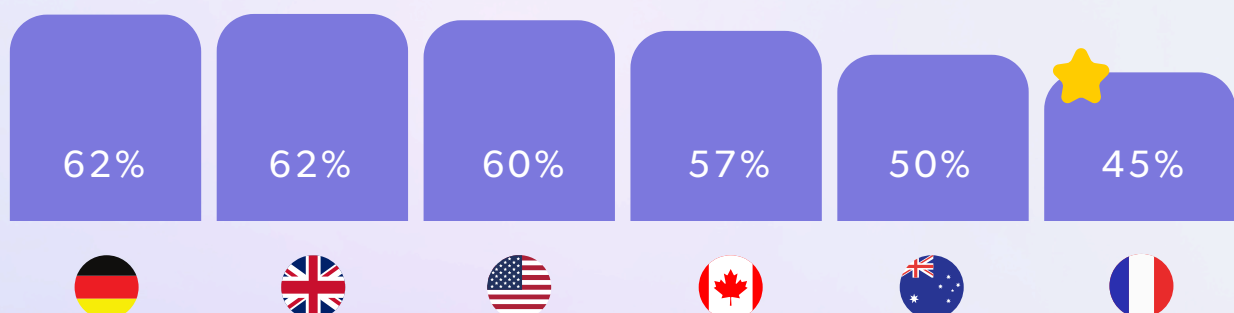
Would you rather discover a new product on a social channel from a video showcasing it or a still image?



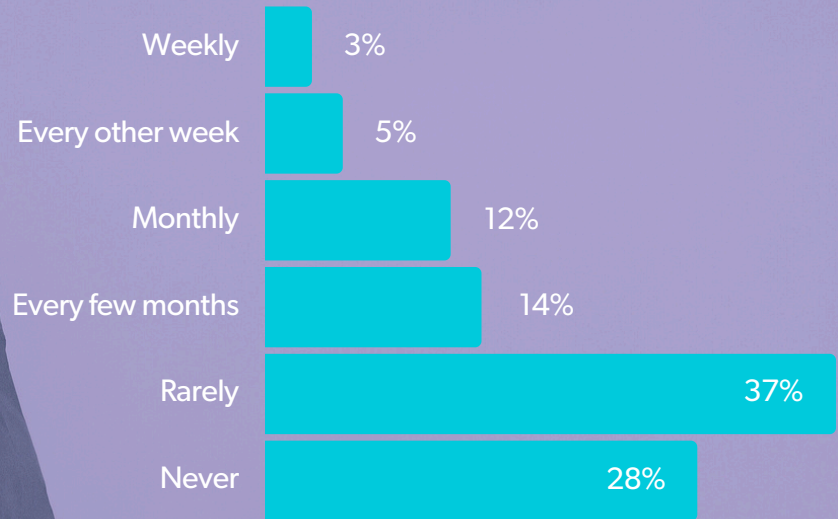
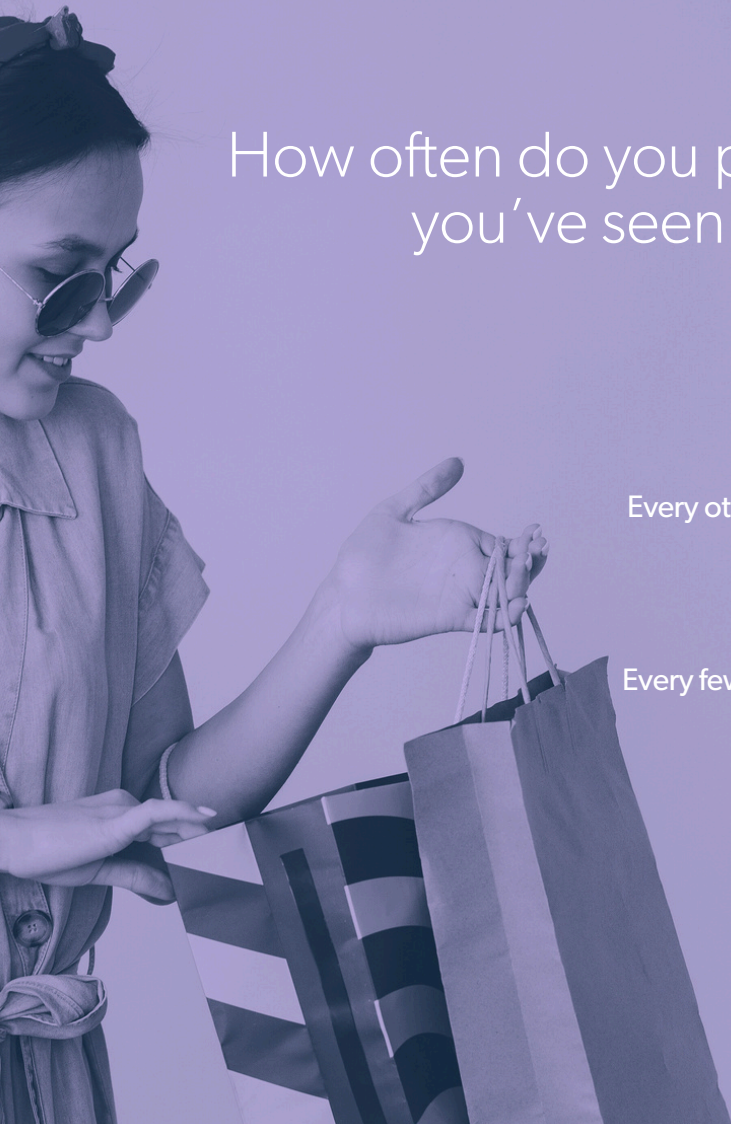
Do you find you tend to purchase products more if you see them advertised in videos on social media or still images?



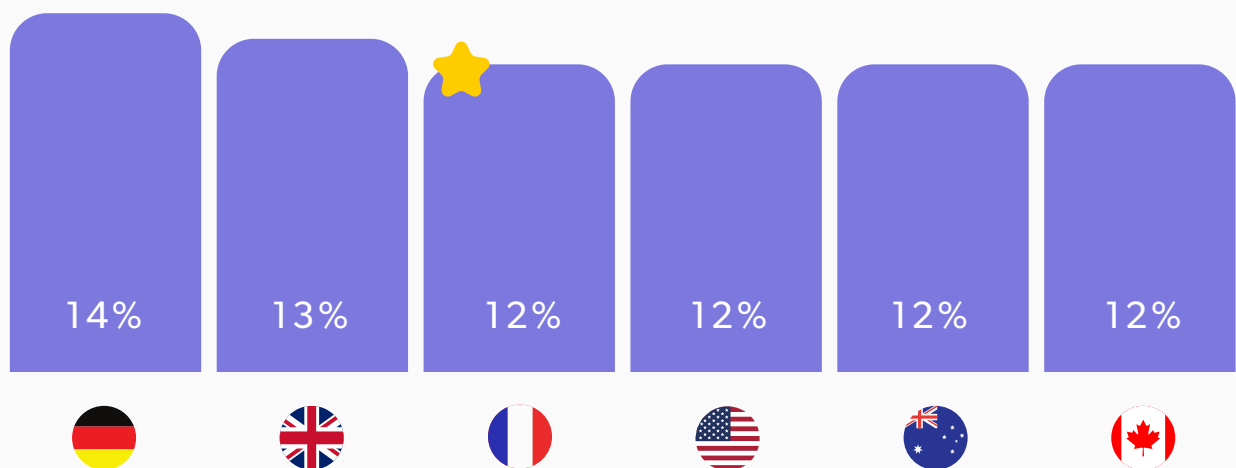
French shoppers seem to be less influenced by product/influencer videos on social media when it comes to making purchases than shoppers in other countries.



How often do you purchase something that you've seen on social media?



France is on par with Australia, the USA and Canada when it comes to purchasing items they have seen on social media.



Which type of video is most likely to make you purchase a product?



23%
A video created by the brand showcasing the product

21%
A video of a consumer using a product that they have filmed themselves

21%
A tutorial video explaining how to use the product



16%
A live video of someone showcasing the product

11%
A testimonial video about the product from a previous customer

7%
A video of an influencer using a product



51% Prefer to watch product videos on Instagram

French consumers place significant trust and value in branded content directly from the companies themselves when it comes to learning about and understanding products.



Globally, French shoppers exhibit greater engagement with videos created by the brand showcasing the product.

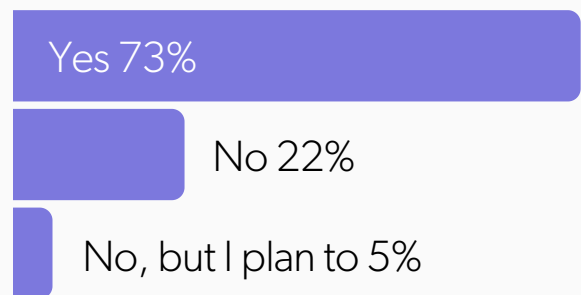


Private label power play

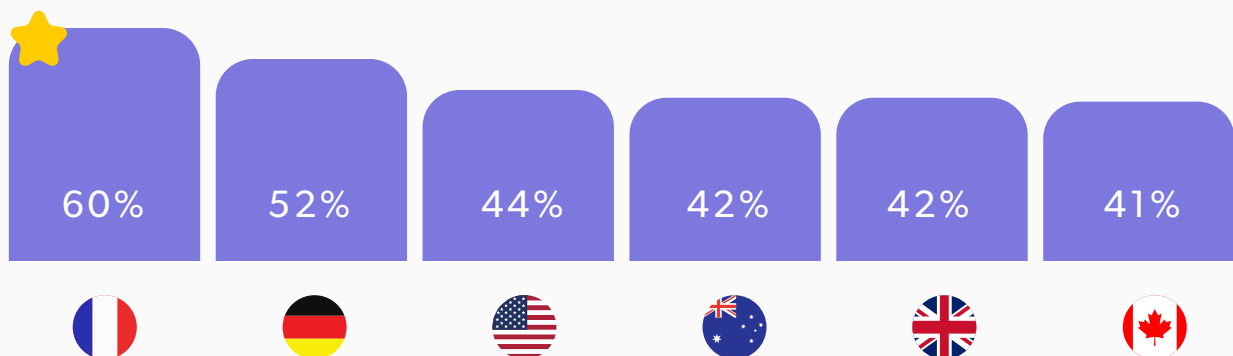
A dominant share of (over 73%) French shoppers have purchased a private-label product in the last six months, showing a strong preference for store brands.



Have you purchased a private-label* product in the last 6 months?



Compared to global counterparts, more than two-thirds of French consumers have permanently switched some of their staple products to private-label products.



*Private label products refer to products created by the retailer and not a brand i.e. a supermarket/grocery store-owned brand.

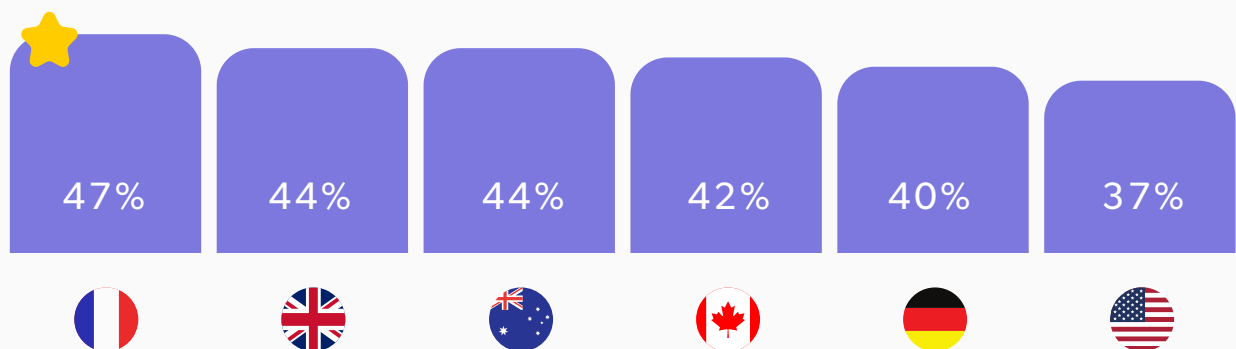
Loyalty code cracked

Pricing strategies and offering competitive prices are influential in attracting and retaining loyal French shoppers.

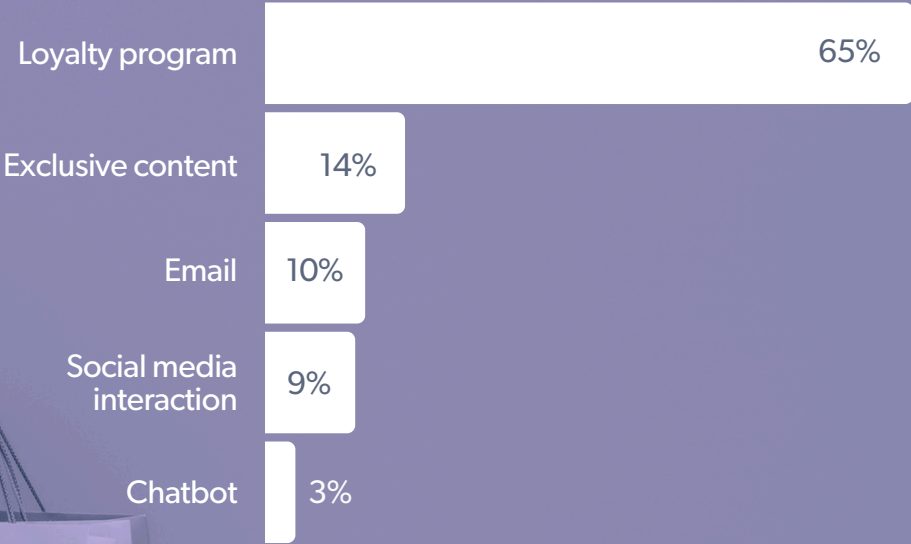
Which is the main factor that most influences your loyalty to a brand?



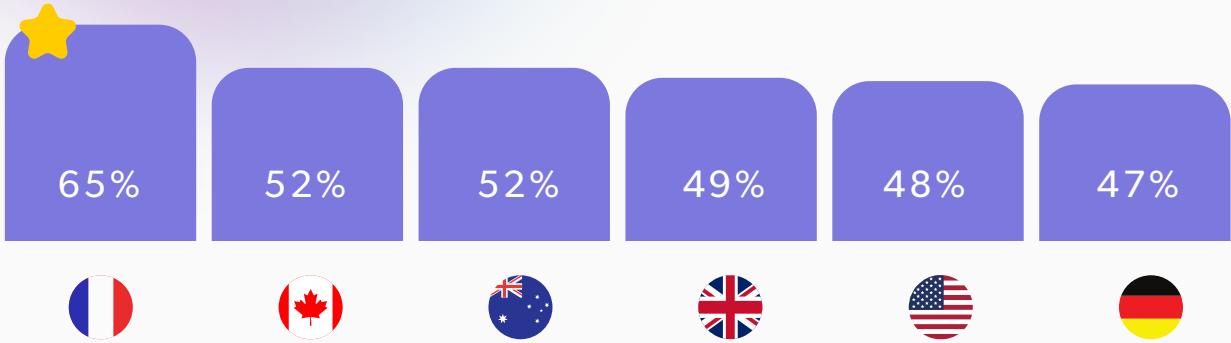
Price tops brand loyalty for French shoppers.



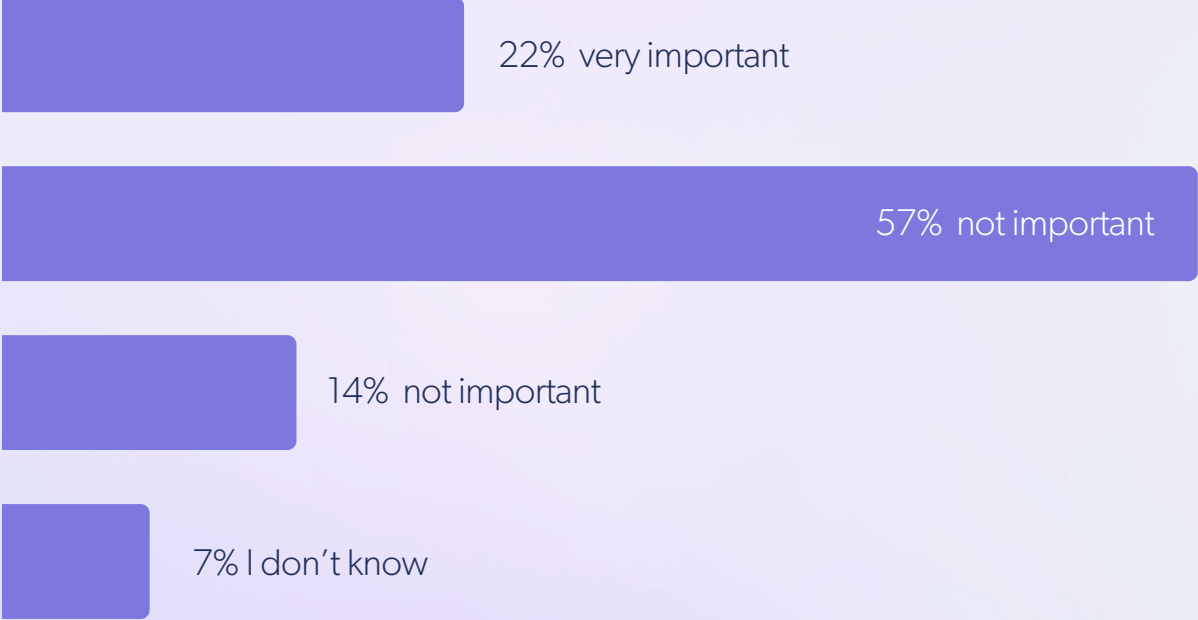
How do you prefer brands to engage with you to enhance your loyalty experience?



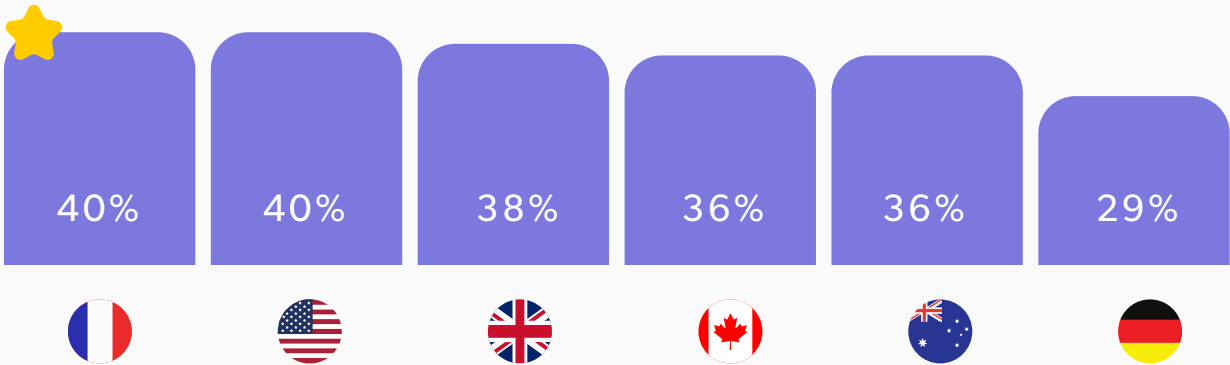
Globally, French consumers are most swayed by loyalty programmes by brands.



How important is a seamless shopping experience across different channels (online, in-store, mobile) in maintaining your loyalty to a brand?



France is on par with the USA in terms of personalized recommendations or customized offers influencing their loyalty to a brand.



Recap.

For French shoppers, the modern phrase "Old school, new rules" applies aptly. They are throwing it back to the good old days, preferring to hit up brick-and-mortar stores. But don't think they're stuck in the past—these savvy consumers demand a seamless shopping experience across all platforms.

DELIVER AN OMNICHANNEL SHOPPING EXPERIENCE:

What determines the loyalty of a French shopper is the brand's ability to give them a smooth shopping experience across all channels, from in-store to online.

ENGAGE WITH VIDEO CONTENT:

With a strong preference for videos over still images, shoppers love to engage with brand videos, those created by consumers who have already used the product, or those that educate about using the product.

GREAT SCOPE FOR PRIVATE-LABEL BRANDS:

Private-label brands are gaining traction with French shoppers, with many making a permanent switch over the last six months. This trend presents a significant opportunity for brands to tap into this market.

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.

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