

Direct Selling in France

Market Direction | 2025-02-28 | 38 pages | Euromonitor

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Report description:

Direct selling in France remained relatively stagnant in 2024, even though the country ranks as the second-largest market in Europe - after Germany - with a retail value of approximately EUR3.2 billion. The economic challenges of recent years have impacted the market, with falling inflation in 2024 having failed to translate into improved purchasing power for many French households and businesses.

Euromonitor International's Direct Selling in France report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Direct Selling in France
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List Of Contents And Tables

DIRECT SELLING IN FRANCE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling sees stagnant performance amid digital revolution

Leader Vorwerk remains resilient, while Henri Maire and Phildar see robust growth

Other key players struggle amid challenging conditions

PROSPECTS AND OPPORTUNITIES

Direct selling will see digital transformation

Channel remains valuable source of supplementary income

Tupperware France faces imminent closure amid declining sales and mounting debt

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2019-2024

Table 2 Direct Selling by Product: % Value Growth 2019-2024

Table 3 Direct Selling GBO Company Shares: % Value 2020-2024

Table 4 Direct Selling GBN Brand Shares: % Value 2021-2024

Table 5 Direct Selling Forecasts by Product: Value 2024-2029

Table 6 Direct Selling Forecasts by Product: % Value Growth 2024-2029

RETAIL IN FRANCE

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Quest for lowest prices across all social classes

New technologies continue to shape retail

Competitive landscape becomes increasingly consolidated, following strategic mergers and acquisitions

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2024

Seasonality

Christmas (Noel)

Back to School (La Rentree)

Winter and summer sales seasons

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 9 Sales in Retail Offline by Channel: Value 2019-2024

Table 10	Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 11	Retail Offline Outlets by Channel: Units 2019-2024
Table 12	Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 13	Sales in Retail E-Commerce by Product: Value 2019-2024
Table 14	Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 15	Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 16	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 17	□Sales in Grocery Retailers by Channel: Value 2019-2024
Table 18	□Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 19	□Grocery Retailers Outlets by Channel: Units 2019-2024
Table 20	□Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 21	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 23	□Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 24	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 25	□Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 26	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 27	□Retail GBO Company Shares: % Value 2020-2024
Table 28	□Retail GBN Brand Shares: % Value 2021-2024
Table 29	□Retail Offline GBO Company Shares: % Value 2020-2024
Table 30	□Retail Offline GBN Brand Shares: % Value 2021-2024
Table 31	□Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 32	□Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 33	□Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 34	□Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 35	□Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 36	□Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 37	□Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 38	□Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 39	□Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 40	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 42	□Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 43	□Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 44	□Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 45	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 46	□Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 47	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 48	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 50	□Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 51	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 52	□Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 53	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 54	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 56	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

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Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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Market Direction | 2025-02-28 | 38 pages | Euromonitor

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