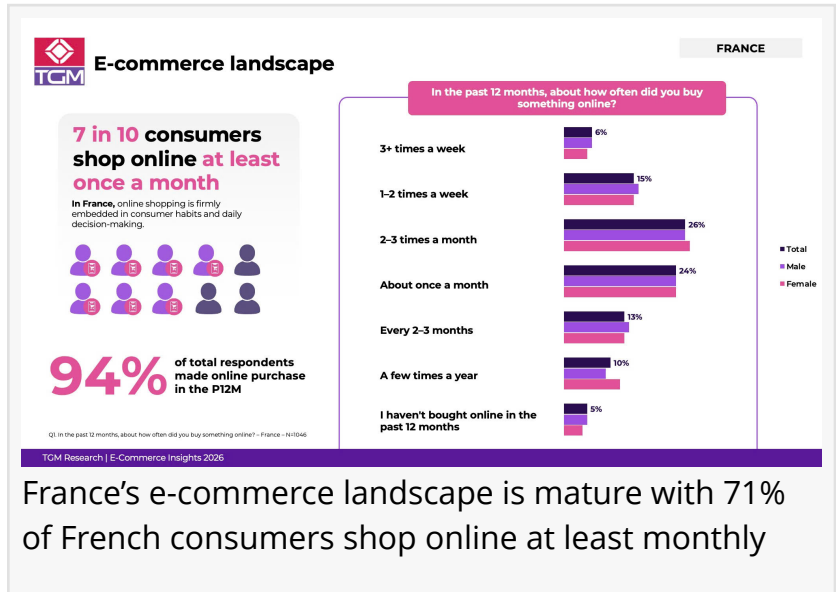


# France Sees Strong Online Shopping Adoption, But Price Remains a Key Purchase Driver | Insights from TGM Research

*New TGM Research report shows French consumers are active online shoppers, yet value and pricing continue to strongly influence brand choice.*

SINGAPORE, April 29, 2026

/EINPresswire.com/ -- Online shopping has become firmly integrated into everyday consumer behavior in France, with a growing share of shoppers regularly purchasing through digital channels. However, despite this strong adoption of e-commerce, French consumers remain highly attentive to value, often prioritizing competitive pricing over long-term brand loyalty. These insights come from [TGM E-commerce Insights 2026](#), which analyzes digital shopping behavior across seven major global markets.



The 2026 data highlights that French e-commerce revolves around value. Brands that combine competitive pricing with a digital experience will be best positioned to capture consumer attention."

*Greg Laski, CEO and Founder of TGM Research.*

France's e-commerce landscape is mature, with 71% of French consumers shop online at least monthly, demonstrating how digital retail has become a routine part of the consumer journey. At the same time, as convenience and accessibility become expected features of online shopping, pricing has emerged as one of the most influential factors shaping purchase decisions.

## What the Data Shows

The report's findings for France reveal several trends shaping online purchasing behavior:

Online shopping is well established, though it is not always frequent. While only 21% of

consumers shop online weekly, e-commerce in France is primarily used as a convenient channel for specific needs rather than a high-frequency routine.

Price plays a decisive role in brand choice. Cost remains the most influential factor guiding purchase decisions. French consumers actively compare prices and offers, making competitive pricing strategies critical for brands.

Personalized recommendations are not a major priority. While tailored suggestions can enhance the experience, they surprisingly play a limited role in making any purchase decisions among French consumers.

Sustainability has a limited impact on final purchase decisions. While sustainability remains a visible topic in public discussion, environmental considerations play a relatively small role in actual online checkout behavior.

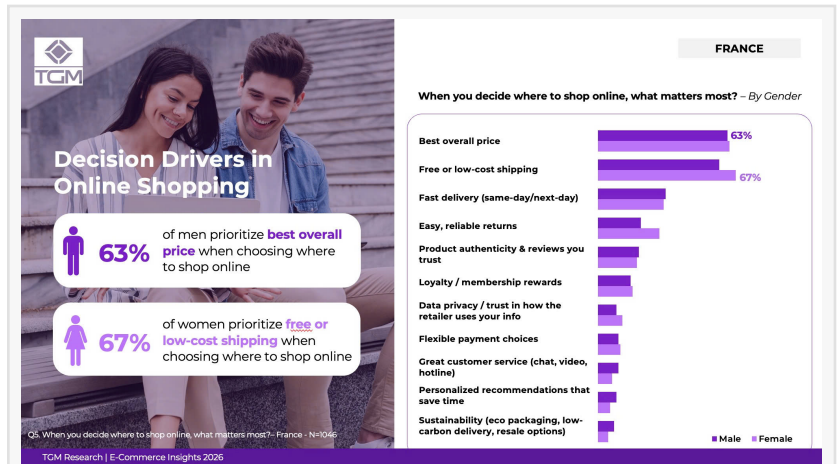
Cashless payments are widely used for online transactions, with credit cards accounting for 47%, indicating their widespread use as a fast and convenient cashless payment method among French consumers

### What It Means for Brands

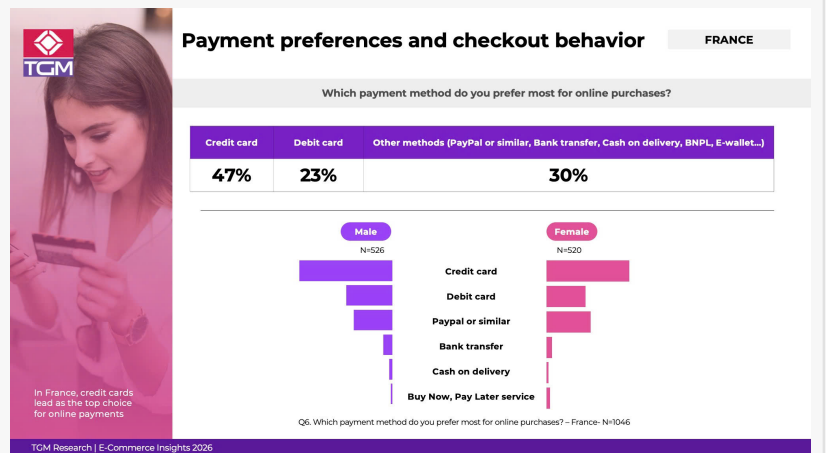
The findings indicate that succeeding in France’s e-commerce market requires a clear focus on value, pricing transparency, and seamless digital experiences. As consumers continue to shop online frequently, brands that deliver competitive offers and efficient purchase journeys will be better positioned to stand out in a market where switching between retailers is easy and common.

About TGM E-commerce Insights 2026

For a deeper understanding of e-commerce trends and consumer behavior, access the full



### Price plays a decisive role in brand choice



### Cash-less payments are widely used for online transaction, with credit cards account for 47%

TGM E-commerce Insights 2026 in France: <https://tgmresearch.com/e-commerce-insights-2026/france.html>

## Methodology

The TGM E-commerce Insights 2026 study is based on a large-scale quantitative survey conducted across multiple countries worldwide, designed to capture consumer shopping patterns and decision drivers in 2026. The study provides comparable, country-level data to support market assessment, localization, and strategic planning for e-commerce platforms, retailers, and brands.

Survey Methodology: online interviews (CAWI – Computer-Assisted Web Interviewing)

Sample Size: 7,077 participants

Age Groups: 18-65+

Country Coverage: US, UK, Poland, Germany, Italy, France & Spain.

Data Weighting: Results have been weighted to reflect national demographics for accurate market representation.

## About TGM Research

TGM Research (TGM) is a technology-driven market research company that specializes in global online data collection and innovative survey technology. TGM provides agile insights for better decisions, using the most comprehensive Res-Tech to spearhead the use of digital for better market research.

With a team of over 50 professionals working remotely across four continents,

TGM Research combines global reach with local expertise. Its innovative approach ensures reliable data and flexible solutions for clients worldwide.

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