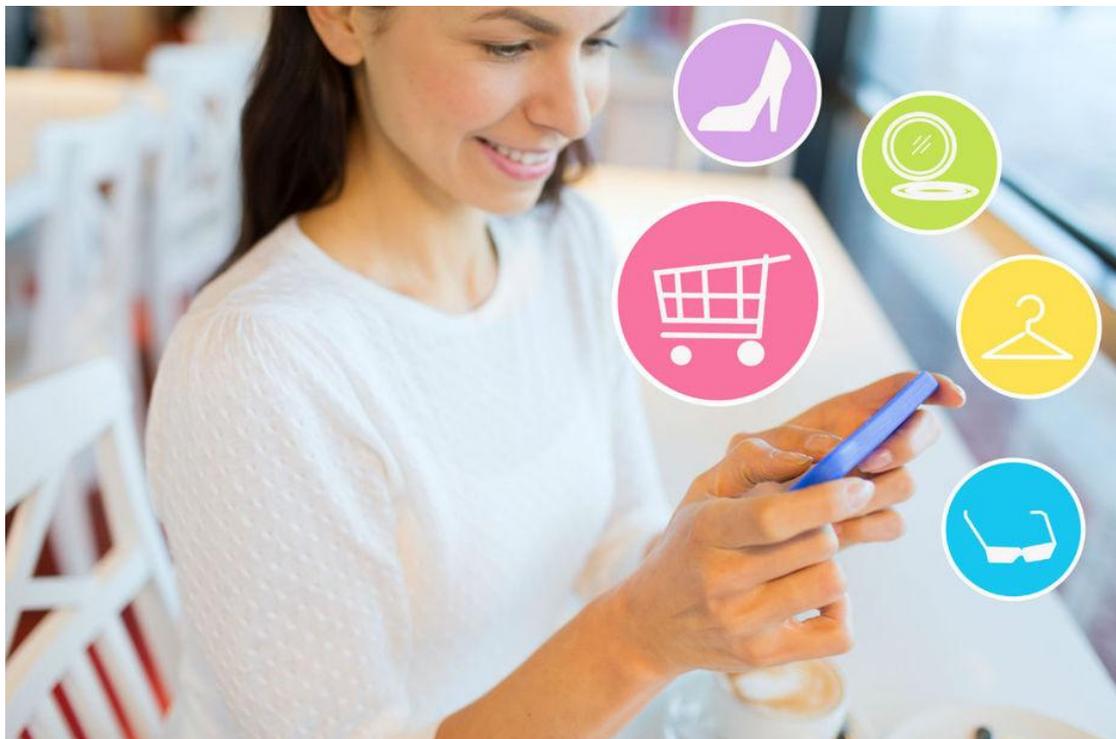


# M-commerce represents 1 of 4 shopping in France [Study]

CHARDENON AUDE |

LOGGED Commerce, M-COMMERCE

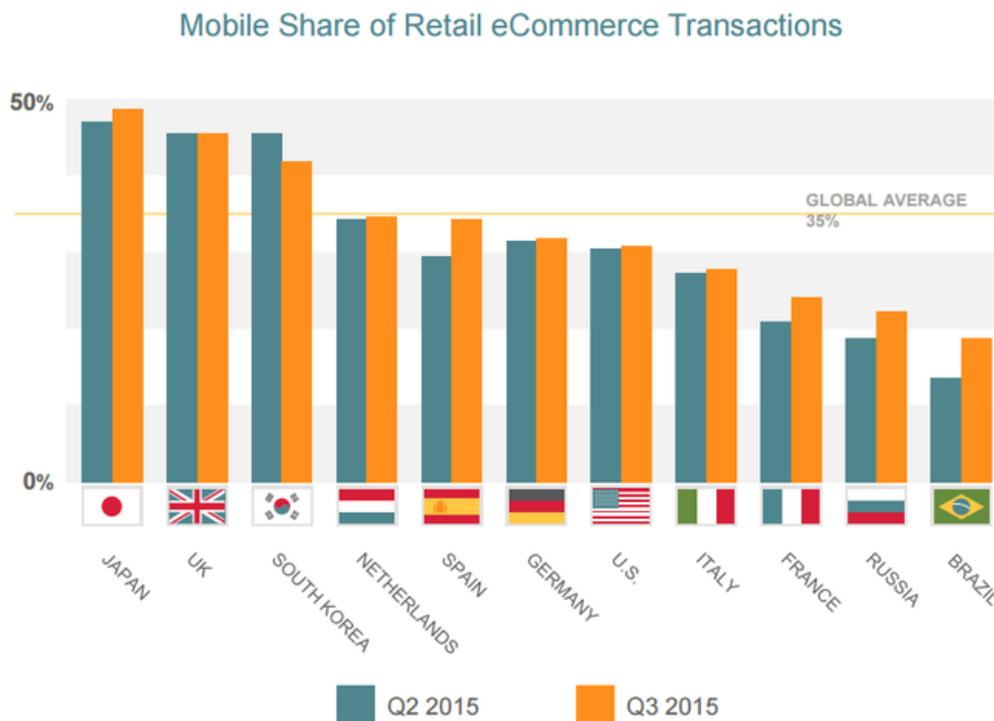
Mobile transactions recorded a jump in the third quarter 2015 to concentrate 24% of e-commerce transactions in France. The devices, specifically smartphones, are now essential media for consumers.



M-commerce is it permanently installed in the landscape of retail in France? This is what Criteo finds a study published Monday, November 2, 2015, and that studies mobile transactions in the third quarter 2015. They recorded a jump of 26% compared to the first three months of 2015, and they now account for 24% of transactions [ecommerce](#) total. "The smartphone is becoming the preferred apparatus for making

purchases in a multiscreen world,"said Criteo. Over the period studied, 1 purchase of 4 was achieved via a smartphone. A figure that places France ahead of Russia and Brazil, but behind the United States, South Korea and many European countries. For if France progresses, it still retains a delay in terms of m-commerce: the average share of mobile transactions on e-commerce purchases worldwide is 35%, Japan, the UK, and Korea South posting the best performance with 49% respectively 46% and 42% of m-commerce purchases.

## Evolution of mobile usage in e-commerce transactions in 10 countries



## The smartphone poised to dethrone the tablet

Besides transaction volumes, the study also examines the cross-device search path. These are now seen upstream of e-commerce transactions in over half the cases, whether entered via a smartphone (52% of multi-device path), tablet (51%) or a computer (53 %). "In this new equation is the smartphone that shows the most potential, says the study. *49% of mobile transactions are conducted via a smartphone in Q3 2015, up sharply from the T1, where the figure was only 37%. The smartphone is poised to take the step on the shelves.*" Unlike Europe, where the tablet has not been dethroned, the smartphone is in Asian markets the majority of mobile purchases, like the US and Brazil.

This predominance is explained by consumers more confident in payment, but also more powerful applications that can boost sales on mobile devices. In retail, they generate 58% of mobile transactions. And in spite of ways baskets rather low in previous studies, the trend now seems to have reversed. "The applications now generate higher baskets on desktop or mobile, with \$ 116 average per purchase, 100 against and 91 dollars respectively."

## Better conversion rates

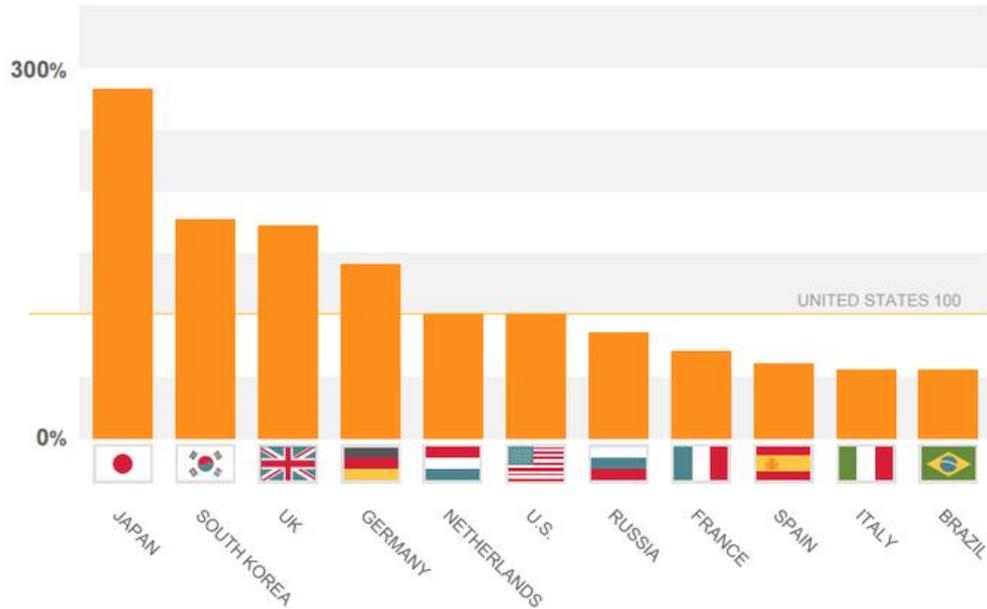
The big e-commerce players are of course the first to benefit from this increase in transactions, since they show a

conversion rate of 1.5x higher smartphone than other retailers. On mobile, the conversion rates are also higher than elsewhere. For the retail sector, applications convert 3.7x more than mobile sites and 1.6x more than the desktop sites. All these findings, showing that smartphones, and cross-device application development can be key to successful e-commerce strategy, should be an incentive for actors already operating in the m-commerce, and an axis mobile development for other retailers. "The actors of e-commerce can no longer afford to ignore in their mobile strategy on pain of missing out on a strong business potential," concludes the study Criteo. This trend is expected to grow rapidly if one believes the finding of a sustained acceleration of transactions on mobile, with a peak linked in particular to the year-end shopping ...

## MOBILE EXCHANGE RATES IN THE WORLD



Retail Mobile Conversion Rates Compared to the U.S.  
(Benchmarked at 100)



### Methodology

*1.4 billion individual electronic transactions representing over sales of \$ 160 billion made during a year worldwide were analyzed. The study also examines the evolution of mobile uses in e-commerce transactions in 10 countries of the world among the most mature in terms of e-commerce.*