

Digitalisation of commerce: French customers' expectations for 2021

The shop: a key stage in the digital shopping journey



73%

of French people believe that **click & collect** will permanently change consumption behaviours

82%

think that **shops should scale up their click & collect services**

of which



90% of those with children at home

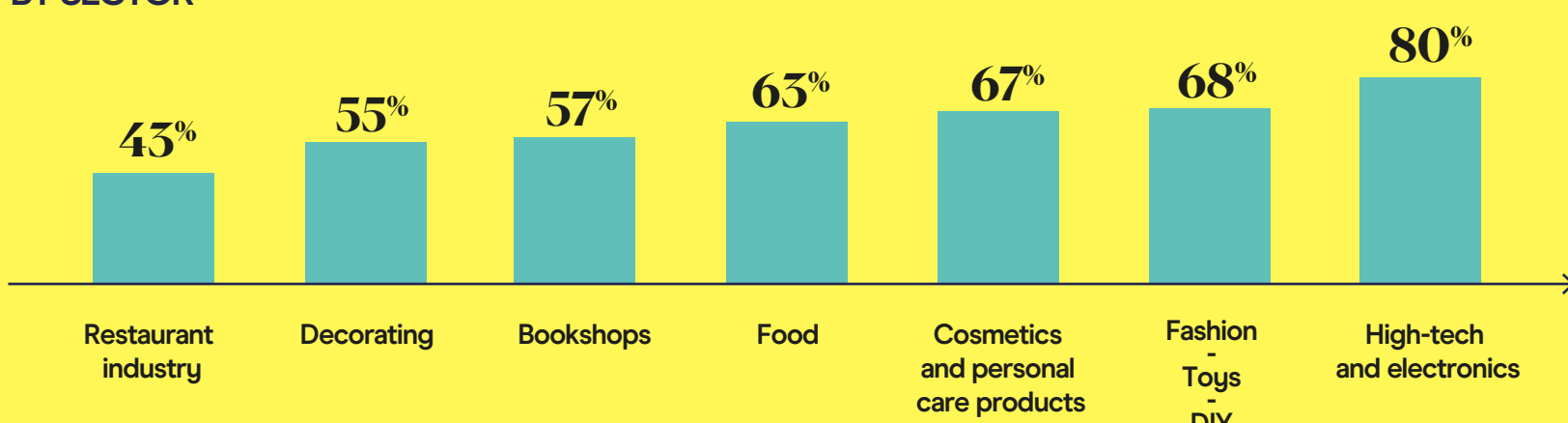


36%

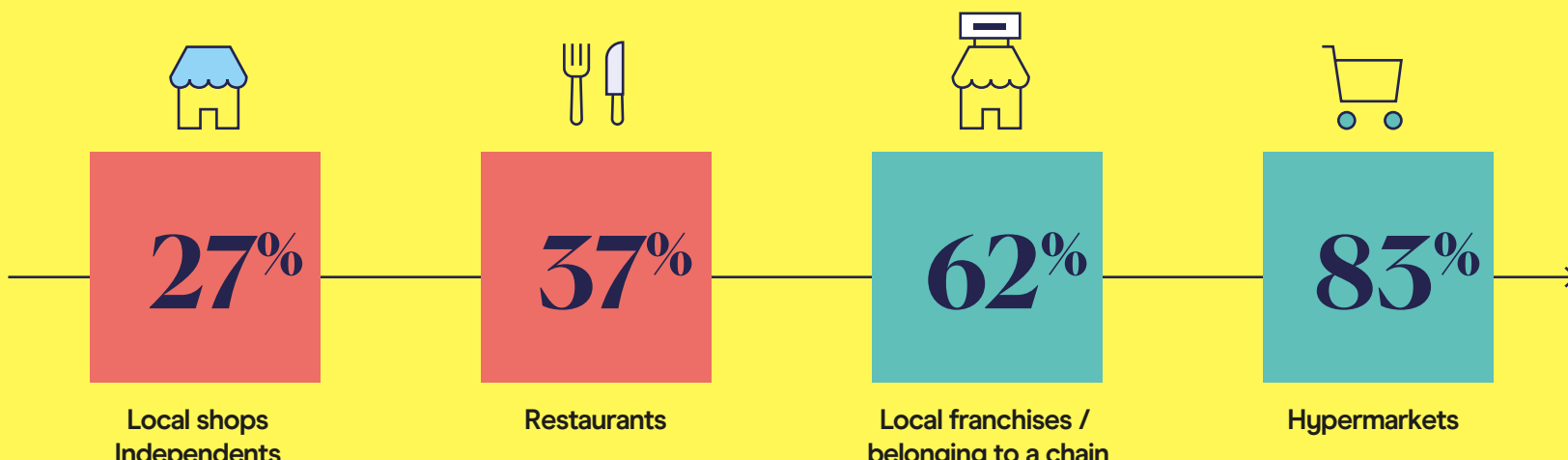
used **click & collect services during the lockdown** with shops which were closed but where they regularly shopped

Businesses perceived as having digitally advanced services

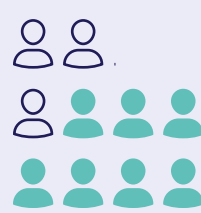
BY SECTOR



BY BUSINESS TYPE



In 2021, French people are ready to expand digital practices for their purchases



More than 7 out of 10

are interested in having at least one innovative digital purchasing or payment solution in shops

25%

would like to **only pay for the items they keep after ordering online**

26%

would like to **buy in store products shown on the website**

27%

would like to **get refunds in store for their e-commerce purchases, and vice versa**

30%

would like to **pay in one shop and get a refund or exchange a product at another shop of the same chain**

High expectations for restaurants in 2021



20%

would be willing to use **online payments when eating on site**



27%

would be willing to use **click & collect and home delivery**



37%

would be willing to use **mobile payments at the table on a regular basis**

Source: "Digitalisation of commerce: French customers' expectations for 2021" study by OpinionWay carried out for Dalenys on 25 and 26 November 2020