Beat: Business

RETAIL MORNING - The LION'S SHARE, Between ATTENTION And INFLATION

VIEWS ON THE STATE OF (E)COMMERCE

PARIS, 13.10.2023, 06:18 Time

USPA NEWS - France is one of the Largest Market in the World for eCommerce. Five Markets are considered: Fashion is the Largest Market ; followed by Food & Personal Care ; Electronics & Media ; Furniture & Appliances ; Toys, Hobby & DIY... The Biggest Player in the French eCommerce Market is Amazon...

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Successive Lockdowns forced People to purchase Online because all but Essential Stores were completely shut down. The Impact will be Long Lasting as Consumers' Habits have changed, representing a Good Opportunity for Retailers with Unique Products and Services to offer.

Some Recent Trends that became more Important in the B2C E-Commerce have accelerated during the Covid-19 Pandemic. M-Commerce (Smartphones and Tablets), the "Click-And-Collect" or "Click-And-Reserve" Options, the C2C, the Social Commerce, and finally Sustainable and Local E-Commerce all saw Tremendous Growth during the Successive Pandemic Lockdowns.

The Pandemic and its Lockdowns revealed Pronounced Changes in Consumption Habits, with Customers more inclined to seek the Bargains and favor a Greener Purchasing Behavior. The Shared Economy and its Platforms, Users using them for Renting Homes, Car Sharing, and Grouping Purchases from Producers...

A Notable Trend is the Craze for Second Hand or Refurbished Items. Specialized Websites such as Le Bon Coin, Vinted or Back Market have all Experienced Tremendous Activity during the Past Years. The E-Tourism Sector and the Usual Performing Websites, such as Booking or AirBnB were Hit Hard but did Recover Quickly

The Major Holidays driving Purchases in France include Christmas, Mother's Day, Father's Day, and Valentine's Day. In addition, Seasonal Sales ("Les Soldes") run for Six Weeks in January and June/July... Social Media is becoming Significantly Relevant for French Users. The Trend for Firms is to present Products on Various Social Media Platforms, and to continue Being Active with Content and Recommendations.

The Use of Strategies allows one to accomplish Specific Goals and Objectives. There is no denying that Media play a Significant Part in Marketing Communication Operations. Different Businesses approach Advertising in Different Ways.

An Advertising Objective is a Defined Communication Job that must be Completed within a Target Audience during a Specific Period. Advertising aims are defined according to their Principal Function: Inform, Convince, or Recall.

Attention is what our Businesses are hinging on, and without deeply understanding the Nuances of Audiences, capturing and keeping Consumer Attention becomes a Herculean Task. Connection and New Technologies have more Complexity in the way that Attention is captured and monetized.

Success today isn't just about Innovation and New Ideas. It's about defying the Traditions of an Industry for Something Better, challenging your Own Achievements, and reinventing what you've never thought about Changing.... Change in the Media Industry is coming from All Angles. Increased Connectivity, On-demand Expectations, and Streaming have increased Consumer Expectations.

Leveraging the Trends, understanding the Behavior, and delivering Relevant Content within Traditional and Emerging Channels will be Mission Critical to keeping Attention in a World of Endless Options.

It may be one of the Most Familiar Words in Economics. Inflation has plunged Countries into Long Periods of Instability. Consumers'

Cost of Living depends on the Prices of many Goods and Services and the share of each in the Household Budget. Purchasing Power, or Buying Power, refers to how much you can buy with a Specific Amount of Money. It goes up and down over time according to Various Economic Factors.

Purchasing Power is a Major Concern for French Households, a Hot Topic that is currently acute. Household Purchasing Power has resurfaced as a Major Issue in France again. According to Pre-Electoral Surveys, it is even the Number One Concern of French Households. This is not the First Time that it has been an Issue in Recent Years.

- Retail Morning #6
"The Lion's Share, Between Attention And Inflation"
On September 12, 2023 @ The Comet Bourse in Paris

The Main Themes were as follow:

* Animated By Charlotte Bricard, Journalist - CB News

* Introduction By
Thomas Husson, VP Principal Analyst, Forrester Research

* Opening Interview "How Primark Took The Lion's Share?
Christine Loizy, General Director - Primark France

* Study "Where Do the French Stand?"
Dominique Levy, CEO - George(s)
Sophie Renaud, directrice des études - 366

* Conversation "Shopping Centers, The Compass Of Our Centers Of Interest"
Salma Kharchafi, Marketing Director France & Belgique - Klépierre
Laurent Thoumine, Head of Retail, Fashion & Luxury Europe - Accenture

* Point Of View "The Purchasing Power, At The Center Of The Fight"
Pierre-Yves Larvor, Deputy General Manage - «150€»

* Interview "Second Hand, First Choice"
Amandine de Souza, General Manager - Leboncoin

* Keynote "The Hardest is Not To Attract Attention But To Retain It"
Eric Trousset, Externatl Relations DIrector - BU Media, La Poste

* Conversation
Julien Guagliardo, Sales Director France, Teads

* Keynote "The Best Commercial Media Strategies"
Thomas Jamet, jury Cannes Lions 2023, CEO - Mediabrands

* Debate "The Battel For Attention, A Creative Subject"
Sandra Baldini, Marketing Manager - RE-Fashion
Bastien Schupp, Senior Vice President, DS Automobiles

* Keynote "AI No Identical"
Régis Langlade, Head of growth & marketing - UM

* Closing Interview "The King Of The Organic Jungle"
Pierrick de Ronne, président - BioCoop

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