

2023 eCommerce Guide

Carrefour France Benchmarks & Insights Report

From the MikMak Shopping Index

MikMak



Carrefour France Benchmarks & Insights Report

Carrefour is a French, multinational retail and wholesaling corporation. It's the seventh-largest retailer in the world by revenue. Carrefour operates a chain of hypermarkets, grocery stores, and convenience stores in over 30 countries, along with an online shopping website unique to each country.

In addition to its global network of over 12,000 stores, Carrefour customers can receive their shopping orders at the “Drive” pick-up points (where they can get their online orders loaded directly into their car), by Click&Collect, or even have them delivered to their homes within the hour.



Today, [Carrefour's Digital Retail strategy](#) is built on a “data-centric, digital-first” approach. The group aims to triple its e-commerce GMV (Gross Merchandise Value) by 2026, to reach €10bn. The Group also expects that digital will contribute an additional €600m to the current operating income in 2026 vs 2021.

France plays a crucial role in Carrefour's success, representing [46 percent](#) of its total sales in 2022. In this report, we look at the latest Carrefour shopping and eCommerce trends in France, based on data and insights from MikMak Shopping Index.



Consumer preferences shape Carrefour eCommerce

Facebook is strongly reinforcing its position as the most popular social commerce platform for Carrefour shoppers

Carrefour ranks among the Top 5 retailers for Beauty & Personal Care in France, with face creams driving the most in-market traffic among this category

Monday and Tuesday are the best days to reach Carrefour shoppers

Here are the latest Carrefour eCommerce findings for your 2023 marketing initiatives.



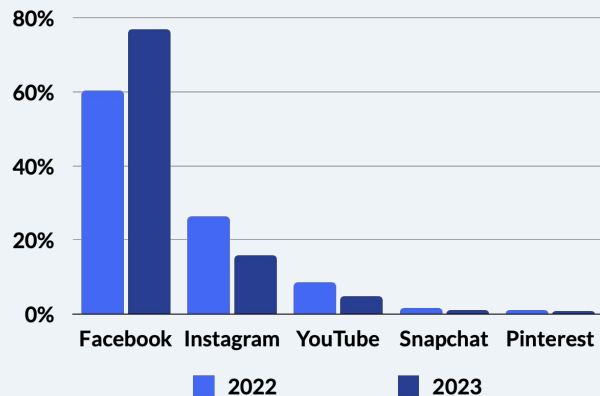
Use a strategic mix of social commerce ads

In addition to brand websites offering multi-retailer checkout and 'where to buy' functionality, social media is key in driving potential buyers to Carrefour, as indicated by Purchase Intent Clicks* – an indicator of overall shopping traffic. Let's take a closer look at these platforms' performance this year.

Facebook is, by far, the most prominent platform driving brand media traffic to Carrefour in France, with a 76.9 percent share of total Purchase Intent Clicks from social media. It strongly reinforces its leading position compared to the previous year (60.3 percent). This seems to be at the expense of Instagram, which has seen its share decrease from 26.3 percent to 15.9 percent, but still keeping its second position among the Top 5 social platforms for Carrefour commerce.

Youtube is the third most popular platform in terms of eCommerce shopping traffic this year with a 4.8 percent share, also lower than the previous period (8.5 percent) but keeping the same spot in the ranking. Snapchat (1.1 percent) and Pinterest (0.8 percent) both stay fairly put with no big movements.

Top 5 Social Platforms for Carrefour by Share of Purchase Intent Clicks



*Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session.

What products drive traffic to Carrefour?

Carrefour is French consumers' [second-most preferred](#) Grocery retailer in 2023, according to an EY study. This year, Carrefour also ranked high for Beauty & Personal Care shopping, taking the 5th position among Top Beauty & Personal Care retailers in France, according to the [MikMak Shopping Index](#).

We took a closer look at Food & Beverage product categories as well as Beauty & Personal Care items that are driving the most in-market traffic from supplier brands' digital marketing to Carrefour, based on Purchase Intent Clicks.

Within Food & Beverage, daily basics lead the Top 10 ranking, with coffee pods in first place, followed by mineral and fizzy water. Soups along with sweetbread, candy, cream desserts/yogurt, fruit juice, and chocolate/peanut butter spreads also rank high, triggering Purchase Intent among Carrefour shoppers.

Regarding Beauty & Personal Care, face cream and BB cream are absolute winners, followed by deodorant. Other daily Personal Care products, such as shampoo and hair conditioner plus a mix of makeup and body care products, enter the top ten most popular items this year, in terms of in-market traffic drivers for Carrefour.

Top 10 Products at Carrefour by Purchase Intent Clicks

Food & Beverage

1	Coffee pods
2	Mineral water
3	Fizzy water
4	Sweetbread
5	Soup / Bouillon
6	Candy
7	Cream dessert
8	Fruit juice
9	Peanut butter
10	Chocolate spread

Beauty & Personal Care

1	Face cream
2	BB cream
3	Deodorant
4	Makeup remover
5	Shampoo
6	Body lotion
7	Hair conditioner
8	Anti-pigmentation face cream /serum
9	Compact powder
10	Foundation

Creative Best Practices to Improve Marketing Effectiveness on Meta

Using a variety of media types can help your brand reach omnichannel shoppers. Given that Facebook and Instagram remain top social channels for Carrefour eCommerce, check some best practices for Meta by Disruptive Digital and MikMak.

Read More on How to Drive Omnichannel Sales on Meta from Disruptive Digital

[DOWNLOAD NOW](#)



1. Feed-Based Video Ads

Design with sound off in mind.

- Capture attention within the first few seconds
- Showcase your brand early and consistently throughout the video
- Optimize for the 4:5 aspect ratio to maximize screen real estate
- Experiment and try new approaches to engage viewers effectively



2. Reels (and Story)

- Keep it simple and highlight a single benefit or product
- Try unconventional angles or perspectives to make your content stand out
- Use varied layouts and interesting compositions
- Create a focal point in the foreground to guide viewers' attention



3. Image Ads in the Feed

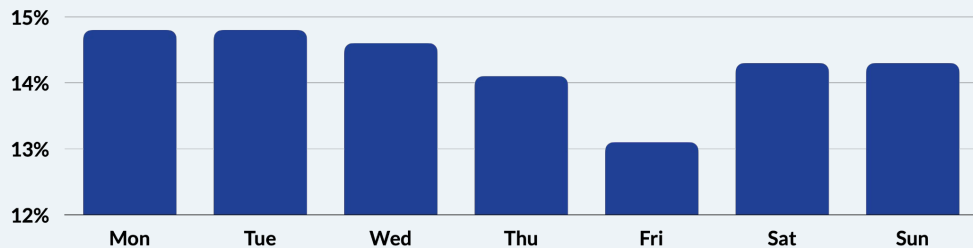
- Consider the mobile best practices mentioned earlier
- Tailor the messaging to resonate with the target audience's needs
- Focus on your core products that drive the majority of omnichannel sales
- Pay attention to merchandising to enhance the appeal of your ads



When are Carrefour shoppers most active?

According to the MikMak Shopping Index, the beginning of the week is when Carrefour gets the most in-market shopper traffic, with Monday and Tuesday as the best days with 14.8 percent Purchase Intent Clicks, respectively. This may be due to consumers building their shopping lists after the weekend and adding next-to-buy items into their Carrefour basket for a later check-out.

Share of Purchase Intent Clicks by Day of the Week at Carrefour



Note: The daily share of Purchase Intent Clicks corresponds to the percentage of the total number of Purchase Intent Clicks of the year generated each day of the week.



When looking at seasons, summer months are when Carrefour shoppers are engaging the most, with August being the busiest eCommerce month. August is the most important holiday month in France. As school starts at the beginning of September, it's also a time when people are restocking goods to get ready for a new start.

Most popular shopping months at Carrefour by Purchase Intent Clicks

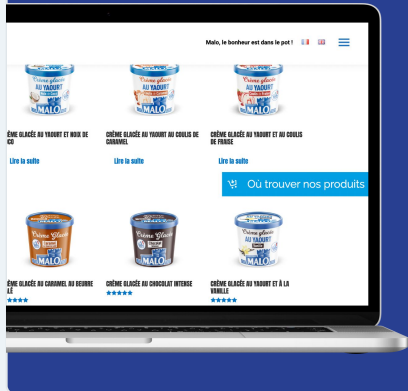
1	August	7	March
2	July	8	April
3	June	9	May
4	February	10	November
5	January	11	October
6	December	12	September

Creative Best Practices to Improve Marketing Effectiveness on Brand Websites

According to a recent study, brand websites are among the Top 5 places for pre-purchase research with [56 percent](#) of shoppers. Here are a few best practices from MikMak to accelerate sales by offering frictionless, convenient shopping experiences for your consumers. MikMak provides a seamless and efficient integration process, featuring templated UX options, for adding our Where-to-Buy solutions to your brand website.

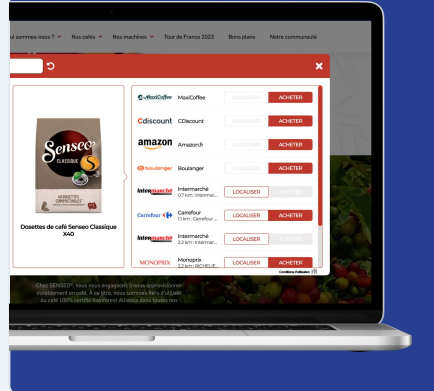
Simplify Checkout

Use a clear CTA like “Buy now”, and make it visible on all your product pages and other pages with high traffic



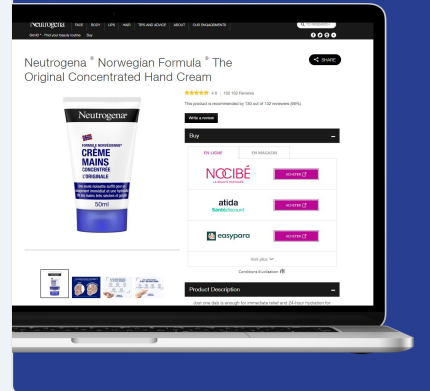
Increase Convenience

Let your shoppers complete their purchase at any of their preferred retailers



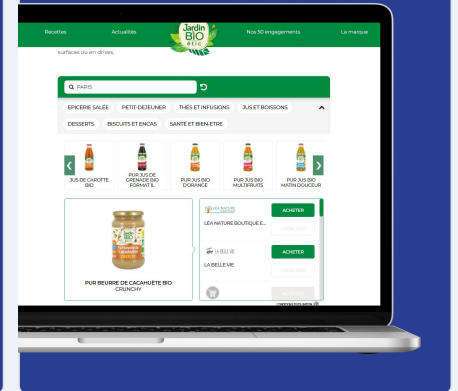
Reduce Clicks

Display both online and in-store checkout options within one user interface / design



Personalize Selection

Use product filters and carousels to make variants and related products discoverable and available to interested shoppers



Your eCommerce Marketing Checklist

So you've got the insights, now what? Here's a checklist to start optimizing your Carrefour marketing initiatives.

1. **Get the basics down.** Are you leveraging the social media channels the best way with the right audiences, with the right products, at the right time? Have you optimized your ads on Meta to increase performance? Does your brand utilize its brand website effectively to simplify and accelerate the path to purchase?
2. **Explore joint growth opportunities.** Retailers and brands have shared goals: selling more products and earning more revenue. Going into joint business planning discussions looking at the same data helps drive these mutually beneficial goals. Sharing data leads to more complete insights and more productive relationships. MikMak helps both your brand and your retailers increase speed from insight to action to best respond to evolving shopper preferences and needs.
3. **Stay close to the data, daily.** What matters most to your consumers? How does this vary by geography, platform, demographics, and more? Finding out the answers to these questions is the first step in improving your consumer insights and position with retailers, and results in stronger relationships and sales. This can all be done in real-time within the MikMak Platform.

Want to learn more? [Schedule a demo here.](#)

All data and insights from Retailer Benchmark Reports are sourced from the MikMak Shopping Index

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 4,000 retailer integrations to understand consumer online shopping behavior.

All data in this report is from September 1, 2022 to August 31, 2023.

Let's chat!

Want to get even more insights?
Looking for a different retailer?

Contact marketing@mikmak.com!