



Shoe retail: Where do the French shop?

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Economic Observatory of Alliance France Cuir

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French
buy
2.5
pairs of shoes
per year in average

9^{FRENCH}
/10
buy their shoes
IN-STORE

52%
of French people
buy their shoes
exclusively
IN-STORE

6%
of French people
buy their shoes
solely on the
INTERNET

SHOPPING LOCATION

TOP 3

reasons why
the French
buy their shoes
in shop

4^{FRENCH}
/10
buy their shoes
in
SHOPPING
AREAS

25%
of French people buy
their shoes in
CITY-CENTER
BOUTIQUES

38%
of those visiting city-center
boutiques have a budget of
over 100 euros, while
65%
of those shopping in
shopping areas spend less
than 75 euros per pair

FITTING
TOP 1
IMMEDIACY
TOP 2
PLEASURE
TOP 3

PURCHASE PRICE

24%

of French people

always wait for discounts
to buy their shoes

54%

of the French say
that **prices are a
criteria for selecting
one shop over
another**

THIS IS EVEN MORE IMPORTANT
FOR THOSE BUYING IN SHOPPING
AREAS (62%)

37%

of the French say
they buy their shoes
online because
it offers **more
competitive prices**

THE ABILITY TO COMPARE
PRICES IS ALSO CITED BY 26%
OF THE POPULATION

RETAIL EXPERIENCE

6^{FRENCH}
/10

enter a store after

window-shopping

62%

of them are then
prompted to buy

80%

of people aged 18-24
enter a store after
window-shopping

TOP 3

additional services
that the French
would like to see
developed

TOP 3

topics on which the
French would like
more information
when making
purchases

REPAIR
SHOE CARE
PERSONALIZED
ADVICE

TOP 1 TOP 2 TOP 3

SHOE CARE
MATERIALS
ORIGIN

TOP 1 TOP 2 TOP 3

RETAIL EXPERIENCE

83%

of French people think it's
important to **see** **touch**
and **try on** shoes before buying

64%

of French people say that
relationships with sales staff
are **important**

IN FACT, ALMOST 50% OF THEM WOULD LIKE TO RECEIVE
MORE ADVICE AND GUIDANCE DURING THEIR PURCHASES