



A key Media in the French E-commerce

**MARKET FACTS:**

**Carrefour** is a retailer of food, High-Tech, electronic products (computers, photo and video, audio, DVDs), fashion, toys and video games in shops and on the Internet. **Carrefour.fr** is in direct competition with traditional and web retailers.

The company offers through its website a large range of products with lots of categories such as: Food, house, smartphone, PC, Laptop, culture, house, garden, toys, fashion, babies and children.

The Website has a Click and collect system (choose your products online and collect it in a Carrefour physical shop)

To promote its development, the company relies on an innovative marketing strategy and its brand, **Carrefour.fr**

**Average Shopping: 192€**  
**Index 162 on families with children**  
**Index 128 on ABC1**

	<b>Carrefour.fr</b>
Unique Visitors (per month)	<b>4,387,000</b>
Unique Visitors (per week)	<b>1,764,000</b>
Unique Visitors (per day)	<b>299,000</b>
Pages viewed (per month)	<b>107,605,000</b>
Time spent per UV (per month)	<b>00:19:44</b>

Source: Mediametrie NetRatings Fixe June 2020

**WEBSITE CONTENT:**

*Main universes:* Food house, smartphone, PC, Laptop, culture, house, garden, toys, fashion, babies and children.

**ADVERTISING RATES 2020:**



Please contact us for all details

T +44 (0)20 7730 6033

[GCA@gca-international.co.uk](mailto:GCA@gca-international.co.uk)

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[gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)