



## Carrefour speeds up roll-out of its e-commerce services in France: 2000 e-commerce sales outlets to open before the end of 2021

As part of its transformation plan, Carrefour is picking up the pace regarding food e-commerce in France. Its customers' consumption patterns are fast changing, so **Carrefour is set to increase the number of its stores and outlets providing e-commerce services to 2000 before the end of 2021. These stores will have drive pick-up points that can be accessed by car or pedestrian drives, or they will offer services such as next-day home delivery or one-hour express delivery.**

Carrefour is mainly focusing this initiative on medium-sized cities which up until now have not had access to the retailer's whole offering. Each store is free to introduce the service that is most appropriate for its catchment area. **A next-day home delivery service will be offered by the Carrefour stores of 330 cities, and the express delivery service will be offered in the Carrefour stores of 200 cities by the end of the year.**

*"Last year spelt a major change in consumer habits – particularly regarding e-commerce", says Élodie Perthuisot, Carrefour's e-commerce and digital transformation director. The drive model has long been the dominant one – particularly for families with children. The way we use e-commerce is now more varied, with customers now wanting a wider range of services. To meet these new needs, we are building France's first e-commerce network, leveraging the complementary nature of our formats and the strength of our convenience store network".*

By the end of March, the retailer will have 17 new stores offering a home-delivery service, thus serving 69 new communes. For example, starting this week, the Epernay store will be launching the **"Carrefour delivered to your home"** home-delivery service, in line with our regional expansion strategy. The Venettes, St Martin du Vieux Belleme, Bois Guillaume Bocquets and Miramas stores will all launch theirs by 1 April.

### Carrefour's e-commerce shopping delivery services

– **Drive:** Customers can shop 24 hours a day on [www.carrefour.fr](http://www.carrefour.fr) and then pick up their shopping by car from a Drive pick-up point once they have selected a day and time slot that works best for them, leaving at least two hours between submitting their order and pick-up. They have access to a wide selection of products at store prices.

– **"Carrefour Delivered to Your Home":** A service that can be accessed via [www.carrefour.fr](http://www.carrefour.fr) (go to the "Delivered to your home" section) for next-day deliveries, Monday to Saturday (deliveries are also possible on Sunday mornings in inner Paris and the outer suburbs). Delivery is free for orders over €150.

– **Express delivery:** Customers can choose from between 6000 and 10,000 products on [www.livraisonexpress.carrefour.fr](http://www.livraisonexpress.carrefour.fr), with no minimum order or subscription. They then select their 30-minute delivery slot and receive their shopping within an hour by a bicycle courier or scooter, once they've received an SMS alert. This service is now available in more than 36 cities.

– **Uber Eats:** To submit an order, customers open the Uber Eats app and select a Carrefour store. They can then choose their products and put together a shopping list. Their purchases will be delivered to their home within 30 minutes on average by a deliverer using the Uber Eats app.

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