

Report TOP Categories

French Market

Oct 2014



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Top 10 Category for French Market



Top 10 Categories in last 90 days for AliExpress France

1. Apparel and Accessories
2. Sports and Entertainment
3. Phone and Telecommunications
4. Shoes
5. Jewelry and Watch
6. Consumers Electronics
7. Luggage and Bags
8. Auto and Motorcycle
9. Hair and Accessories
10. Computer and Networking



Top 10 Categories in last 7 days for AliExpress France

1. **Apparel and Accessories**
2. **Sports and Entertainment**
3. **Phone and Telecommunications**
4. Shoes
5. Jewelry and Watch
6. Consumers Electronics
7. Auto and Motorcycle
8. Hair and Accessories
9. Computer and Networking
10. Home and Garden

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Top 3 Categories and their sub categories



Top 3 Categories : Apparel/Accessories in last 7 days

行业	国家	GMV		流量			
类目	国家	GMV	增长率	海外UV	增长率	流量粘度	增长率
Apparel & Accessories └ Women's Clothing └ Coats & Jackets	France	12,453	↑ 7.99%	10,516.	↑ 9.68%	7.08	0.68%
Apparel & Accessories └ Men's Clothing └ Coats & Jackets	France	10,331	↑ 1.89%	7,563.	↑ 5.81%	6.52	1.1%
Apparel & Accessories └ Women's Clothing └ Dresses	France	7,654	↓ -6.23%	10,401.	↑ 6.49%	7.47	-0.93%
Apparel & Accessories └ Men's Clothing └ Tops & Tees	France	6,423	↓ -14.97%	8,025.	↓ -0.86%	6.19	-1.87%
Apparel & Accessories └ Men's Clothing └ Hoodies & Sweatshirts	France	4,311	↓ -9.39%	5,368.	↑ 10.43%	5.59	-1.71%



Apparel/Accessories : Women Clothing- Top 5- Coats



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bit.ly/1rQgAxD



2015452617

bit.ly/ZWzvPG

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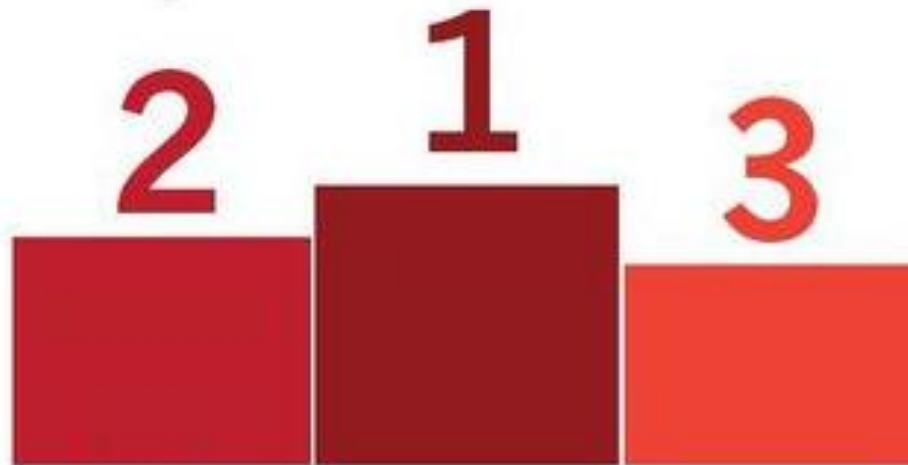
Apparel/Accessories : Sub Category Men Clothing-



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Apparel/Accessories : Sub-Category Women Clothing



1976136416

bit.ly/1wGpYuw

1690568268

bit.ly/1yGa5IO

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1933872106

bit.ly/1nLR28y



Apparel/Accessories : Sub-Category Men Clothing-



880524289

bit.ly/1wGrIEa

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2034910358

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Apparel/Accessories : Sub-Category Men Clothing



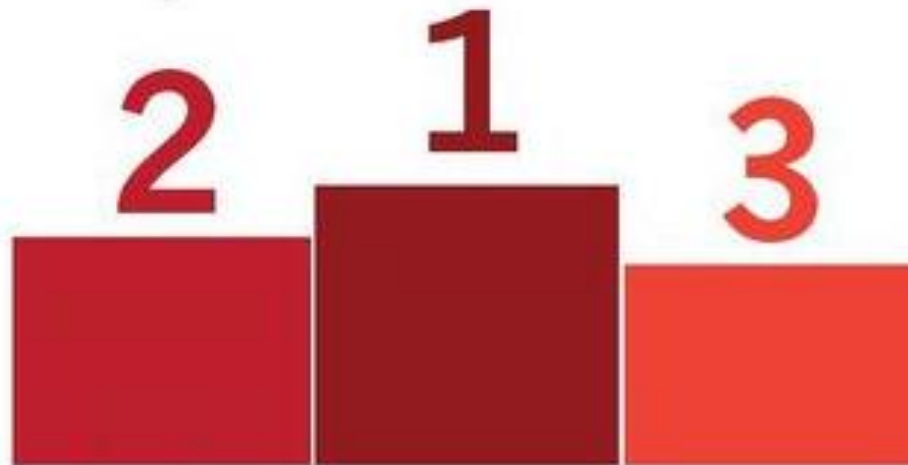
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Phone/ Telecom : Women Clothing- Top 5- Coats



2011235080

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Top 3 Categories : Sport/Entertainment in last 7 days

类目	国家	GMV▲▼	增长率	海外 UV	增长率	复购率	增长率	UV转化率	增长率	UV转化率	增长率
Sports & Entertainment └Athletic Shoes └Running Shoes	France	20,615	↑ 21.55%	7,528	-8.00% ↓	7.18	-1.11%	50.87%	-0.63% ↓	9.17%	27.21% ↑
Sports & Entertainment └Sportswear & Accessories └Soccer	France	16,319	↑ 12.74%	3,872	-15.79% ↓	6.87	6.85%	54.24%	25.65% ↑	14.15%	15.29% ↑
Sports & Entertainment └Bicycle & Accessories └Bicycle Parts	France	4,455	↑ 48.87%	1,754	0.57% ↑	7.22	-2.56%	42.86%	2.54% ↑	3.82%	20.77% ↑
Sports & Entertainment └Athletic Shoes └Basketball Shoes	France	2,759	↑ 29.46%	2,461	-9.56% ↓	4.74	-2.37%	24.58%	-3.69% ↓	5.00%	34.89% ↑
Sports & Entertainment └Sportswear & Accessories └Cycling	France	2,494	↑ 20.74%	1,834	-4.83% ↓	4.88	-0.89%	20.93%	4.58% ↑	7.03%	10.26% ↑



Sport/Entertainment : Sub cat-Athelic/Running shoes



New color come
Size36-45

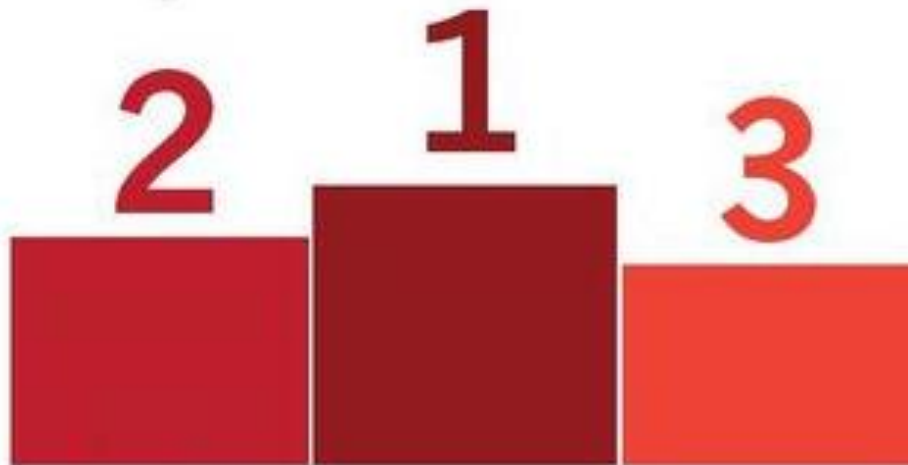
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Sport/Entertainment : Sub cat-Sportswear/Soccer



1881455262

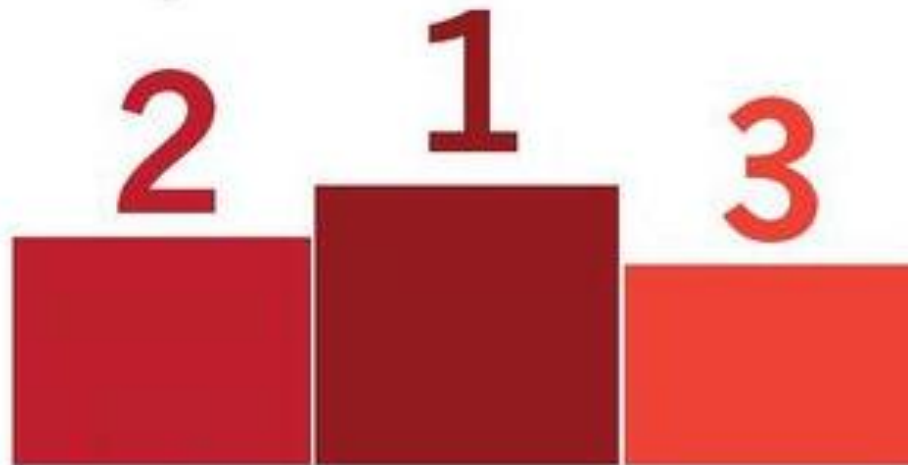
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Store No : 028008

1871712951



1320322671

bit.ly/1omPh1Z



Apparel/Accessories : Sub-cat Bicycle/Bicycle parts



1917902761

bit.ly/1tKI5xw

1932392911

bit.ly/13L9rcY

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1794505348

bit.ly/1u2qyk3



Apparel/Accessories : Sub Cat-Athetic- Basketball Shoes



1879307535

bit.ly/1tCGbgH

1551640261

bit.ly/1uzfnky

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2031143308

bit.ly/1wyTe57



Apparel/Accessories : Sub-Cat-Sport Wear/Cycling



1984565123

bit.ly/1x5St5d

1831998158

bit.ly/1siyRnu

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1990089294

bit.ly/1uzhbd8



Top 3 Categories : Phone/Telecom in last 7 days

类目	国家	GMV	增长率	海外 UV	增长率	流量粘度	增长率	UV 转化率	增长率	UV 转化率
Phones & Telecommunications └ Communication Equipment └ Antennas for Communications	France	118	↑92.87%	123	9.82% ↑	2.67	-17.27%	16.87%	-16.79% ↓	7.41%
Phones & Telecommunications └ Communication Equipment └ Communication Cables	France	6		10	-28.57% ↓	1.9	-11.33%	25.00%	125.00% ↑	0.00%
Phones & Telecommunications └ Communication Equipment └ Fiber Optic Equipment	France	289	↑741.96%	85	-9.57% ↓	2.29	-0.62%	10.77%	23.85% ↑	3.85%
Phones & Telecommunications └ Communication Equipment └ Fixed Wireless Terminals	France	19	↑201.57%	23	27.78% ↑	3.43	93.21%	23.53%	182.35% ↑	0.00%
Phones & Telecommunications └ Communication Equipment └ Telecom Parts	France	6	↑26.94%	25	-16.67% ↓	1.68	0.80%	5.56%	27.78% ↑	0.00%



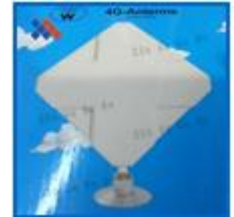
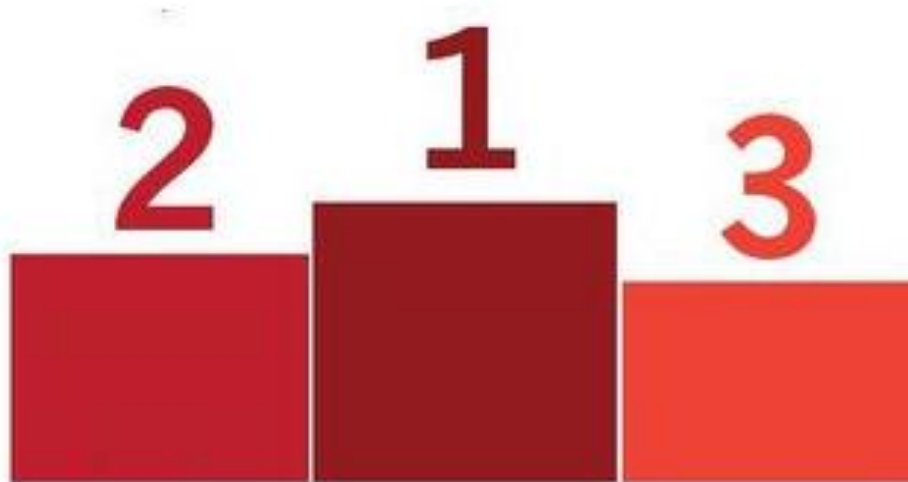
Phone/Telecom : Sub cat-Equip/Antenas



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bit.ly/1uz4fET

543875256

bit.ly/10qA2cW

1563222919

bit.ly/1zxvOzs



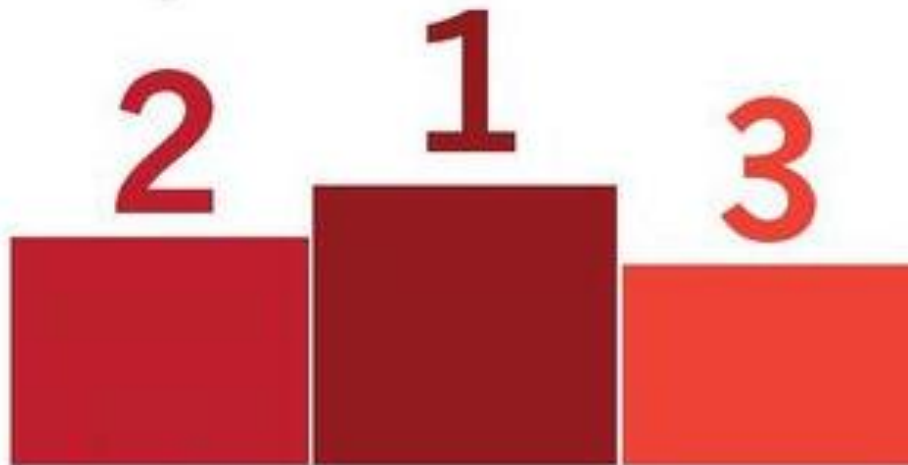
Phone/Telecom : Sub cat-Equip/Communication cables



390530495

bit.ly/1x8jtOP

343739879

bit.ly/1wyVucJ

1905664102

bit.ly/1tKLOeo



Phone/Telecom : Sub cat-Equip/Fiber Optic



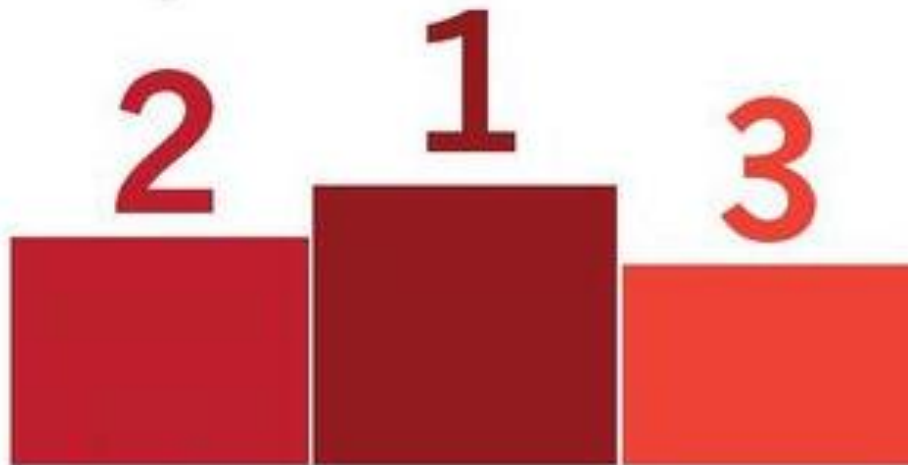
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1729191688

bit.ly/10yeLOL



Phone/Telecom : Sub cat-Equip/Fixed Wireless



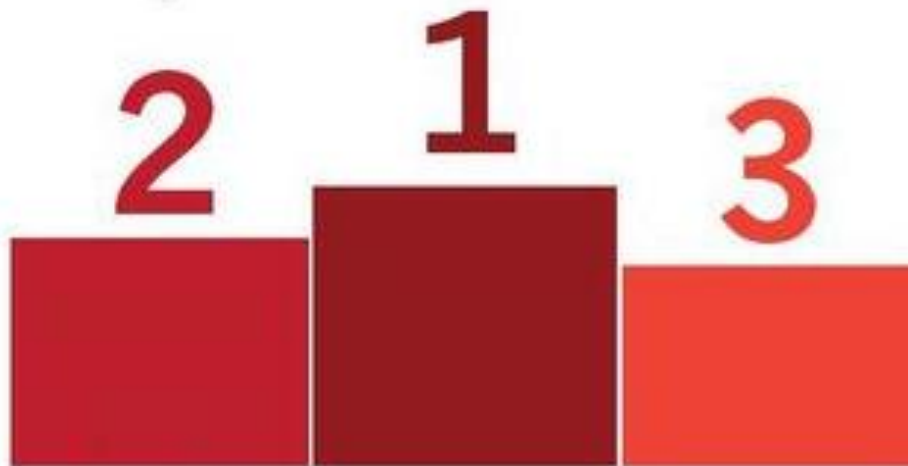
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2027974662

bit.ly/1tKMLDp



Phone/Telecom : Sub cat-Equip/Telecom Parts



1350056531

bit.ly/10XB41k

Store No : 315231

1486536733

bit.ly/1wyWgWY

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bit.ly/1tfn5K0