**Beat: Business**

# 2024 TROPHY PRESENTATION "BEST CHAIN STORES"

### CONSUMERS VOTED FOR THEIR BRAND

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**USPA NEWS -** 2019 was one of the Hardest Years in Living Memory for the Retail Sector - we saw slowing Consumer spending, a Push from Consumers for an Adoption of more Ethical Practices by Retailers and a Rapid Increase in Online Sales. This Resulted in a Massive Number of Store Closures...

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The first thing to know about supermarkets in France is that they come in all shapes and sizes. In more Suburban and Rural Areas, you'll come across Large Supermarkets and Hypermarkets. These are located in Out-Of-Town Locations and are easily accessible by Car....

France has a Range of Supermarket Chains and most are Nationwide, although there are still some Regional Disparities. Therefore, you might not have the Entire Selection to choose from in your Local Area. As in many other European Countries, Discount Retailers have become Increasingly Popular in France over the Last Decade or so. If you're after a more Niche Shopping Experience in France, you might want to check out a Specialty Supermarket.

Unlike in Other Countries, Supermarkets in France have resisted the Urge to open 24 Hours a Day. Instead, most Stores (regardless of Size) will generally open at around 08:00 and close around 20:00 or 21:00. Supermarkets in Larger Cities will often have Longing Opening Hours.

Thanks to its Multicultural Society, France has a Large Number of Ethnic Supermarkets in and around its Towns and Cities. the Thought of wandering through a French Market is one of the main Attractions of Life in France. And wherever you move to in France, you'll probably find the Local Market becomes an Everyday Fixture of your Life.

The Trophy Shop Business: For Brands, it's time to start thinking about Marketing. Marketing is an Essential Part of any Successful Business, and the Trophy Shop is no Exception. With the Right Marketing Strategy, you can reach more Customers, build Relationships with them, and increase your Sales.

When you win an Award you immediately become a Role Model and an Example for Others. You should always be gathering Evidence to support what is going to elevate your Products and Services to a Higher Level...

- History of The "Best Retail Chain of the Year" Award:
Since the First Edition in 2008, the Trophies have enjoyed Growing Success, both for Brands and Customers! Today, this Competition is becoming Increasingly Important: One Million Votes were reached during the Previous Edition. This makes it, by far, the most important Consumer Election in the French Retail Sector.

It allows Consumers to express their Opinion and evaluate their Favorite Physical (Best Store Chain) and Digital (Best E-retailer of the Year) Brands, in around Ten Questions. It also aims to generate Positive Media Results for Brands.

In 2018, the "Best Franchise of the Year" Trophy appeared. This Mode of Collaboration, between Two Legally and Financially Independent Companies, is Increasingly Widespread in France. It was Essential to promote Entrepreneurs who have embarked on the Adventure of Franchising, hence the Creation of this Trophy.

In 2019, the Organizer of the Elections wanted a New Trophy to see the Light of Day, thus awarding the "Best Customer Relations of the Year" Trophy, All Categories combined, to the Brand having obtained the Best Result on this Criterion.

- “BEST STORE CHAIN OF THE YEAR” - The Largest and Most Popular Consumer Election in the French Retail Sector
The election Questionnaire is a Factual Evaluation of the Brands preferred by the French, through Different Criteria defined according to the Type of Category and Business. In 2023, 300 Physical Brands, belonging to 50 Categories and 7 Sectors of Activity, participated in the 2024 Best Store Chain Trophies.

At the End of the Consumer Vote, the 2024 Best Brands are rewarded, Proof of Customer Satisfaction. The Winning Brands of the Best Store Chain of the Year Trophy which develop into Franchises are also rewarded with the Franchise of the Year Trophy. The Franchise Networks will then be able to communicate on One or Both of the Trophies.

- “BEST E-MERCHANT OF THE YEAR” - Awarded for the First Time in 2013, is One of the Largest Consumer Surveys on the Online Sales Site Market.
According to Fevad, the E-Commerce Sector continued to grow in 2022 with 146.9 billion Euros in 2022 (+13.8% vs. 2021). These Results are driven by the Significant Increase in Sales in the Transport, Tourism and Leisure Sector which drives the Services Sector (+36% over one year, or +50% compared to 2019).

Online Product Sales are Down 7% compared to 2021 but up 33% compared to 2019. 2024 In 2023, more than 200 Brands with a Merchant Site were participating in the “Best E-retailer of the Year 2024” Trophy. A Participation which increases Significantly from Year To Year, both on the Part of the Brands and that of the Consumers.

- “BEST FRANCHISE OF THE YEAR” - European Leader, the French Franchise has seen its Number of Networks double over the Last 10 Years.
According to the French Franchise Federation, in 2021, the Number of Networks, estimated at 1965, represents 79,134 Points of Sale and more than 795,000 Direct and Indirect Jobs, for a Turnover of 68.8 billion Euros.

The 3 Most Important Sectors, in Terms of Number of Brands, are, in order, Personal Equipment (360), Food (219), Fast Food (210). All Sectors are Dynamic, particularly in Times of Crisis. This Observation is not surprising when it It has been proven that a Franchisee is Twice as likely to pass the 2-Year Mark compared to an Independent Company.

For the 6th Year, Consumers were be able to award the “Best Franchise of the Year” Trophy. This Trophy aims to highlight Network Commerce. To participate in the “Best Franchise of the Year” Trophy, the Brand must have at least 30 Points Of Sale. The Winning Brands of the “Best Franchise of the Year” Trophy were also be rewarded with the Trophy "Best Store Chain of the Year". The Franchise Networks will then be able to communicate on One of the Trophies, or Both.

- “BEST CUSTOMER RELATIONS OF THE YEAR
Following Changes in Consumer Behavior, Store Networks are developing New Techniques intended to capture and analyze Information relating to Customers and Prospects, with the Aim of Retaining them, Strengthening the Recognition of their Customers, knowing their Expectations, Developing Proximity.

Customer Relations place People at the Heart of the Bond that unites the Brand and Consumers. The Basis of Existing Trust, the Development of Customer Relationships is the Basis of a Brand's Success. This Trophy bears Witness to a Stable, Lasting and Efficient Relationship of Trust, Successfully Established between the Brand and Consumers.

The “Best Customer Relations of the Year” Trophies was being awarding to the Store Chains and E-Retailers having obtained the Best Marks on the Quality of After-Sales Service and/or Customer Service, the Feeling of being a Customer Privileged, the Friendliness of the Teams, the Competence, the Advice of the Teams. A Best Customer Relations of the Year Winner is identified for Each Sector: Beauty - Health and Fashion Accessories, Distribution, Specialized Distribution, Home Garden and Decoration, Fashion, Catering-Specialized Food, Service.

- “BEST STORE CHAIN OF THE YEAR”, 38 CATEGORIES
Travel agencies / Furniture / Pet shop - Animal Food / Sporting goods /Jewelry - Watches / Bakeries / DIY / Camping - Holiday village / Automobile Centers / Shoes / Chocolate Shops, Ice Cream & Desserts / Cosmetics & Hairdressing / Natural & Organic Cosmetics / Decoration & Gift Ideas / Non-Food Discount / Organic Distribution / Delicatessen, Teas, Wine Merchants / Florists / Supplies & Ink Cartridges / Fruits & Vegetables / Hypermarkets - Supermarkets / IT, Multimedia & Household Appliances / Garden Center / Toys & Games / Lingerie / Bedding / Private Labels / Children's Fashion / Women's Fashion / Men's Fashion / Mixed Fashion / Opticians / Parapharmacy / Childcare /Restaurants / Fast Food / Sandwich Shops / Frozen Foods.

- BEST E-MERCHANT OF THE YEAR », 33 CATEGORIES
Travel agencies / Furniture / Pet Store - Animal Food / Sporting Goods / Slimming Box / Banks & Online Credits / DIY / Camping - Holiday Village / Shoes / Cosmetics & Hairdressing / Natural & Organic Cosmetics / Decoration & Gift Ideas / Discount Non-Food / Drives & Online Supermarkets / Delicatessen, Tea, Wine Merchants / Florists / Supplies and Ink Cartridges / Garden Center / Toys & Games / IT, Multimedia & Household Appliances / Lingerie / Bedding / Meal Delivery / Children's Fashion / Women's Fashion /Men's Fashion / Mixed Fashion / Parapharmacy / Childcare / Second Hand / Automotive Services & Accessories / Frozen Foods / Private Sales .

- BEST FRANCHISE OF THE YEAR", 16 CATEGORIES
Real Estate Agencies / Hearing Aids / Building & Housing / Local Shops/Kitchens / Decoration & Furnishing / Moving - Self-Storage / Construction Materials - Works Brokerage / Swimming Pool contractors / Pizzerias / Hotel Network / Salad Shops - Healthy Food / Hair Salons/ Second Hand / Sport - Bodybuilding / Bikes.

- THE WINNERS

* Beauty, Health & Fashion Accessories
HISTOIRE D'OR
* Natural & Organic Cosmetics
YVES ROCHER
* Hairdressing & Cosmetics
MARIONNAUD
* opticians
ATOL
* Pharmacy and Parapharmacy
ELSIE SANTE

* Online Parapharmacy
NEWPHARMA
* Beauty, Health & Fashion Accessories
GIPHAR
* Fashion & Shoes
CHAUSSEA
* Kids Fashion
TAPE A L'OEIL
* Women Fashion
CACHE CACHE

* Mixed Mode
GEMO
* Childcare
ORCHESTRA
* Catering and Specialized Food
ANGE
* Catering
LA BOUCHERIE
* Fast Food
BURGER KING

* Sandwich Shop
LA CROISSANTERIE
* Healthy Food Salad Bar
POKAWA
* Specialized Distribution

MAXI ZOO
* Sport Goods
DECATHLON
* Non-Food Discount
B & M

* Florist
FLORAJET
* Supplies and Ink Cartridges
OFFICE DEPOT
* Toys &Games
KING JOUET
* Second Hand
EWIGO
* Food Distribution
CASINO PROXIMITES

* Drives & Supermarkets
CARREFOUR
* Fruits & Vegetables
LIDL
* Delicatessens, Teas and Wine Merchants
CAVAVIN
* Services - Travel Agencies
VOYAGES LECLERC
* Online Travel Agencies
LIDL VOYAGES

* Camping & Holiday Village
HOMAIR
* Automobile Centers
NORAUTO
* Services & Automobiles Accessories
ALLOPNEUS
* Real Estate Agencies
LAFORET
* Home, Garden & Decoration
TECHNITOIT

* DIY
WELDOM
* Kitchen Designers
IXINA
* Decoration & Gift Ideas
B & M
* Decoration & Furnishings
CASA
* Furnishing
MOBALPA

* Bedding
LA COMPANIE DU LIT
* The Garden Center
JARDILAND
* Home, Garden & Decoration Sector

ECO CUISINE
* Great Prize Award
EWIGO

Source: The Winners of the 2024 Trophies - Best Chain Stores 2024
Held on October 11, 2023 @ Salons Aéro-Club de France

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