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[t.caveng@soulier-avocats.com](mailto:t.caveng@soulier-avocats.com)

Tel.: + 33 (0)4 72 82 20 80

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## Today, being present on social networks is absolutely essential to drive consumer growth and retention





**Jurisdiction:** France

**Author:** Morgane SOULIER

**Company:** [MS Influence](#)

**Subject:**

The increasing use of the Internet has changed the behavior of French people and their consumption patterns.

France has today almost 50 million Internet users, and 92% of businesses are present on the Internet.

Whatever their age, social background, occupation or gender, almost eight out of ten French people have one or several social network account(s).

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