



# FRANCE VS ROMANIA



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Paris, St. Denis

**Population:** 66.3 m  
**GDP:** 2.8 tn USD

**Population:** 19.96 m  
**GDP:** 189.6 bn USD

Apart from Germany and Spain (who have each won three times), France is the only nation to win multiple UEFA European Championships (two times).

The percentage of the population using the Internet via mobile phone has grown quickly, reaching **61%** in the final quarter of 2015.

The UEFA EURO 2016 is the fourth of the last six finals in which Romania has taken part.

**54.1%** internet access, which is not as high as in other European countries due to its poor rural infrastructure.

**97%** bank account penetration

**83.8%** internet access

**1.6 billion USD** B2C e-commerce

**12%** credit card penetration, which is lower than the average in Eastern Europe, and the number of cards on the market has remained constant for the past few years. It is expected that this will be overcome by offering ancillary benefits and contactless.

**44%** credit card penetration

Bank transfer methods remain unpopular in France due to the required whitelisting of beneficiaries.

**56.7 billion USD** B2C e-commerce

**61%** bank account penetration  
**46%** smartphone penetration

Click and Collect is increasingly popular: **26%** of online consumers in France use this option every time or at least most of the time whenever it's available.

**Biggest football victory**  
10:0 against Azerbaijan  
(1995, Euro, group stages, Auxerre)

**Biggest football victory**  
9:0 against Finland  
(1973, World Cup, qualifying round, Bucharest)

**Biggest football defeat**  
0:9 against Hungary  
(1948, friendly match, Budapest)

France is the **3rd biggest market in the EU**. Together with the UK and Germany, they represent around 70% of total e-commerce sales within the European Union.

**Biggest football defeat**  
1:17 against Denmark  
(1908, Olympic Games, semifinal, London)

**Share of e-commerce transactions:**  
**90%** cash based, **6%** card based, **3%** bank transfer, **1%** other

With **10.68 bn of transactions** in 2014 **Cartes Bancaires CB** are a significant card based alternative payment method in France.

Companies like M-Pesa have seen potential for growth in the Romanian market which is free from legacy systems. This will enable mobile payments to grow significantly over the coming years.

ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	9 : 5
UEFA EURO games played	32 : 13
victories	15 : 1
defeats	9 : 8
draws	8 : 4
UEFA EURO goals scored	49 : 8
UEFA EURO goals conceded	39 : 17