



# SWITZERLAND



VS



# FRANCE



Population: 8.1 m  
GDP: 685.4 bn USD

Population: 66.3 m  
GDP: 2.8 tn USD

During UEFA EURO 2008, Yakin scored all three goals for Switzerland, where Switzerland became the second host to withdraw after the group stage (after Belgium in 2000). This was followed immediately by a third, after co-host Austria also withdrew prematurely.



The five biggest Swiss banks have recently agreed on a local Swiss mobile payment system.



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



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



**98%** bank account penetration



**87%** internet access

**Biggest football defeat**

1:17 against Denmark (1908, Olympic Games, semifinal, London)



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



**54%** credit card penetration

**12,7 billion USD** B2C e-commerce



The number of internet users as a percentage of population increased from **79.2%** in 2008 to **87%** at the end of 2014.



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



**Biggest football victory**

9:0 against Lithuania (1924, Olympic Games, 1. round, Paris)



Half of the population shops online and around **10%** of online retail transactions are carried out on mobile or tablet devices.



**97%** bank account penetration

**83.8%** internet access



**73% of online transactions** are paid by credit card or by invoice.



**Biggest football defeat**

0:9 against Hungary (1911, friendly match, Budapest)



**44%** credit card penetration

**56.7 billion USD** B2C e-commerce



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



**PostFinance** is one of the most important e-commerce payment methods in Switzerland.



**Share of e-commerce transactions:**

**51%** card based, **12%** bank transfer, **11%** e-wallet, **2%** cash based, **25%** other



ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	4 : 9
UEFA EURO games played	9 : 32
victories	1 : 15
defeats	6 : 9
draws	2 : 8
UEFA EURO goals scored	5 : 49
UEFA EURO goals conceded	13 : 39

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.

