



Published on 26 December 2016 by **Thomas Caveng**, Legal Translator / Marketing Director

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





**Jurisdiction:** France

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**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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