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The official list of fastest-growing
digital companies



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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **APPAREL & ACCESSORIES** COMPANIES



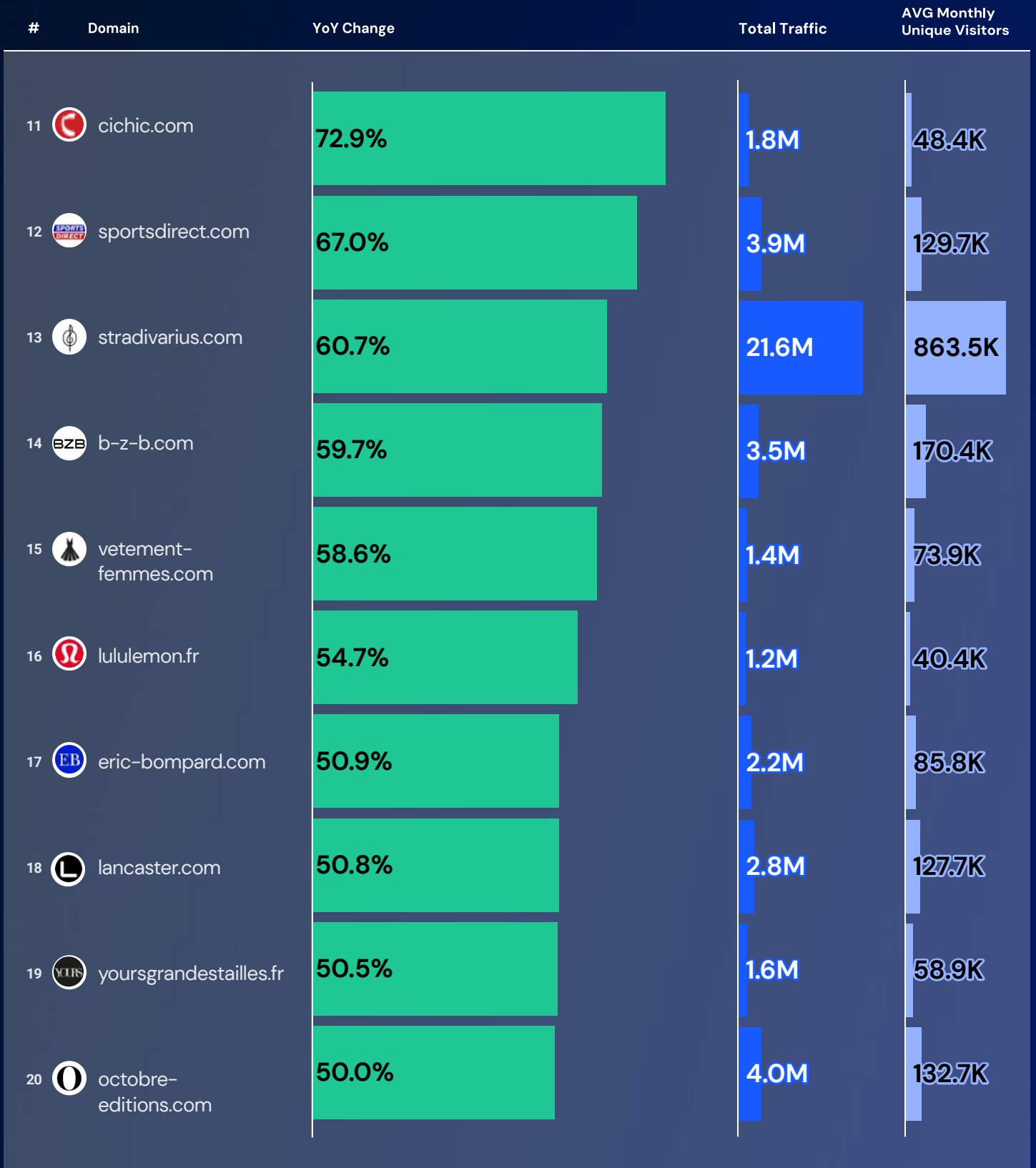
APPAREL & ACCESSORIES:

A predefined list of clothing brands and contemporary lifestyle boutiques.contemporaines.

INSIGHT

The winners reflect the decline of mid-market brands in France. Consumers are now either opting for fast-fashion brands (Kiabi, Na-kd, Cichic, Stradivarius) or premium French DTC brands (Poline, Eric Bompard, Lancaster, Octobre Editions). Activewear brands remain essential as consumers seek comfortable and stylish clothing that allows for exercise, with brands like Lululemon and Brooks on the list.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	lunebrille.com	138.0%	1.9M	100.2K
2	sistersrepublic.com	135.4%	1.6M	80.1K
3	kiabi.fr	134.7%	1.8M	35.3K
4	skechers.fr	119.9%	1.6M	74.1K
5	na-kd.com	114.4%	2.0M	85.3K
6	noirforce.fr	114.0%	1.8M	77.5K
7	polene-paris.com	89.4%	2.3M	103.3K
8	prettywire.fr	81.4%	1.2M	36.1K
9	brooksrunning.com	79.9%	1.7M	87.7K
10	ever-pretty.fr	78.6%	1.3M	54.7K



METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in France in 2023 vs. 2022.

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THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **BEAUTY & PERSONAL CARE** COMPANIES

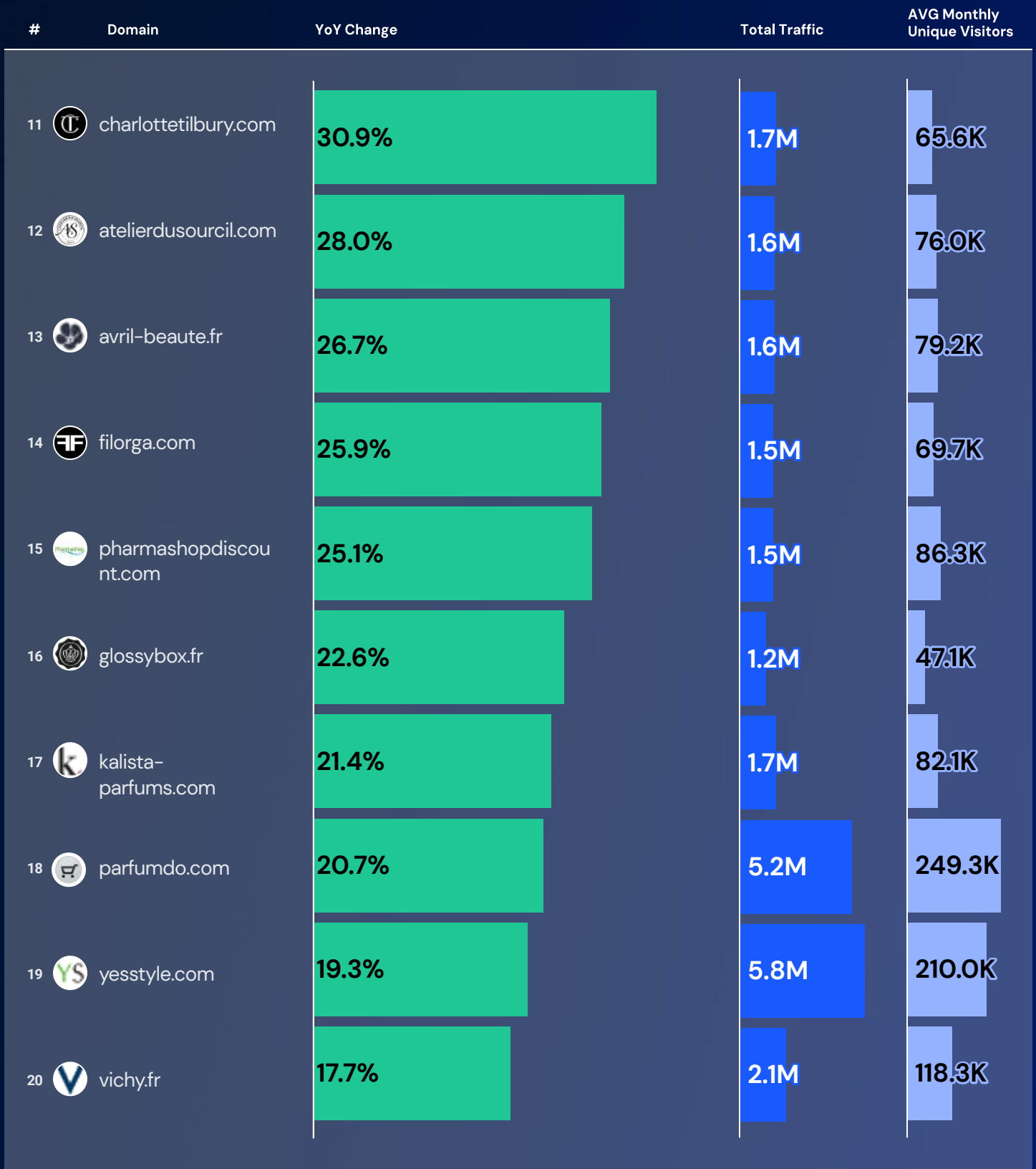


BEAUTY & PERSONAL CARE: A predefined list of beauty, skincare, and fragrance brands.

INSIGHT

Unlike traditional Western brands, Asian beauty brands prioritize long-term skin health. As consumers become more educated, they specify their desired products and ingredients. This trend has driven Korean beauty retailer Stylevana to the top in YoY traffic growth (+146%). Beauty shoppers also prioritize clean and affordable products, with natural cosmetic brands Unbottled, and Avril Beauté among the winners.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 stylevana.com	146.0%	2.6M	89.4K
2	 boticinal.com	91.4%	4.3M	216.1K
3	 unbottled.co	80.4%	2.4M	77.3K
4	 theordinary.com	56.5%	1.5M	53.6K
5	 ongle24.com	48.7%	1.8M	45.2K
6	 dm.de	48.3%	1.2M	48.4K
7	 comme-avant.bio	42.4%	1.5M	67.5K
8	 luxeol.com	33.4%	2.5M	126.3K
9	 manucurist.com	32.6%	3.2M	154.4K
10	 caudalie.com	31.8%	3.9M	162.4K



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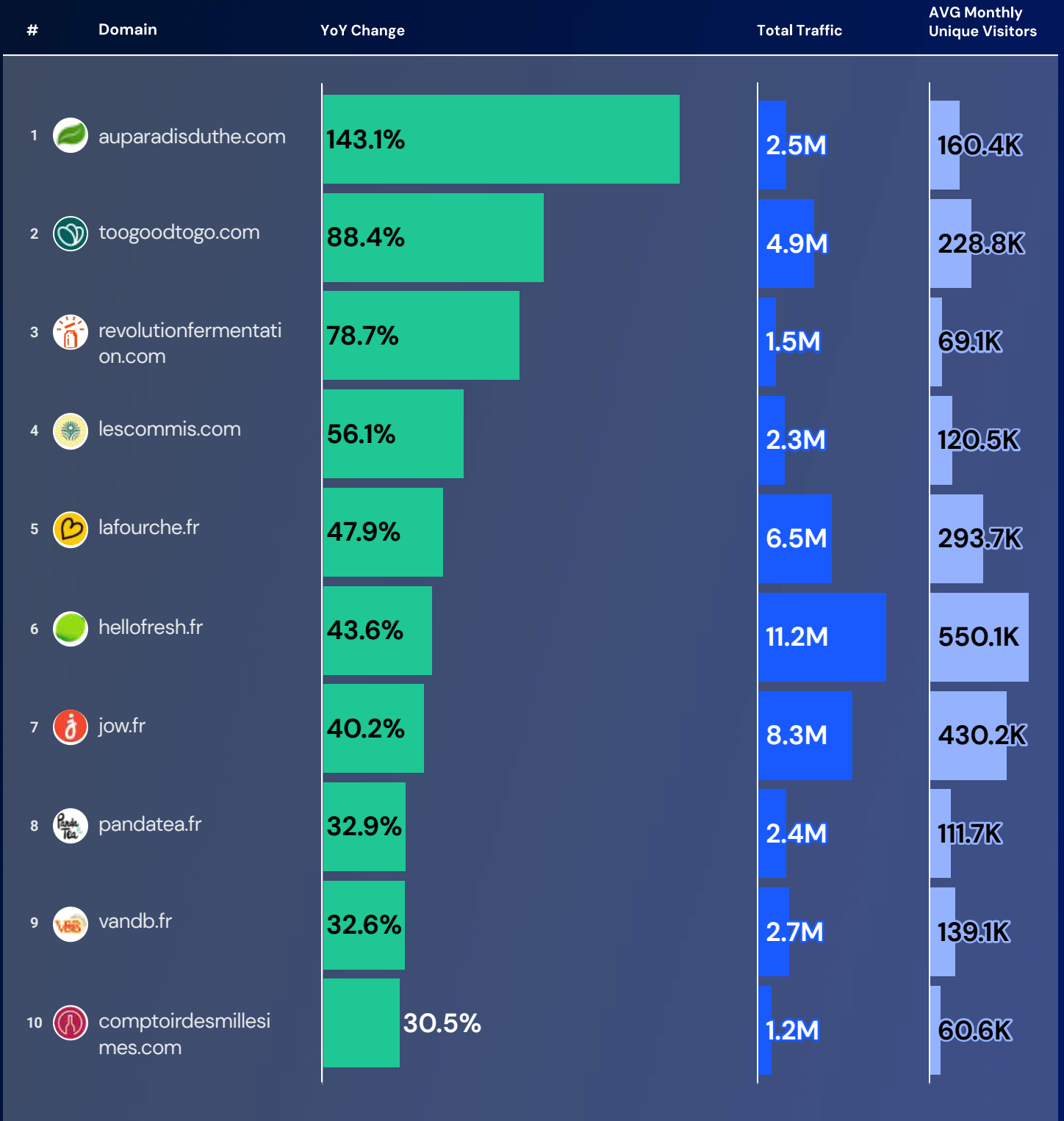
THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **FOOD & DRINKS** COMPANIES



FOOD & DRINKS: A predefined list of food and grocery websites.

INSIGHT

Driven by food waste and convenience concerns, consumers are increasingly turning to meal kits to streamline meal preparation and elevate their culinary skills. Brands such as Les Commis and Hello Fresh are capitalizing on this trend. Another effective strategy to mitigate food waste and lower grocery costs is utilizing the app TooGoodToGo, which secured the 2nd spot on the list. This app enables users to acquire unsold food from restaurants and cafes at significantly reduced prices.





#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	ollca.com	29.5%	1.3M	56.7K
12	koro.fr	28.5%	2.5M	103.5K
13	biocoop.fr	24.8%	3.9M	202.2K
14	laboutiqueharibo.fr	20.9%	1.3M	70.7K
15	lorespresse.com	19.6%	3.4M	173.1K
16	pourdebon.com	17.7%	6.7M	313.6K
17	labellevie.com	11.4%	2.4M	105.2K
18	carrefour.fr	11.0%	179.9M	6,705K
19	intermarche.com	10.8%	58.6M	2,351K
20	officialveganshop.com	7.4%	1.3M	56.3K

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2024 WINNERS





THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL HOME & GARDEN COMPANIES

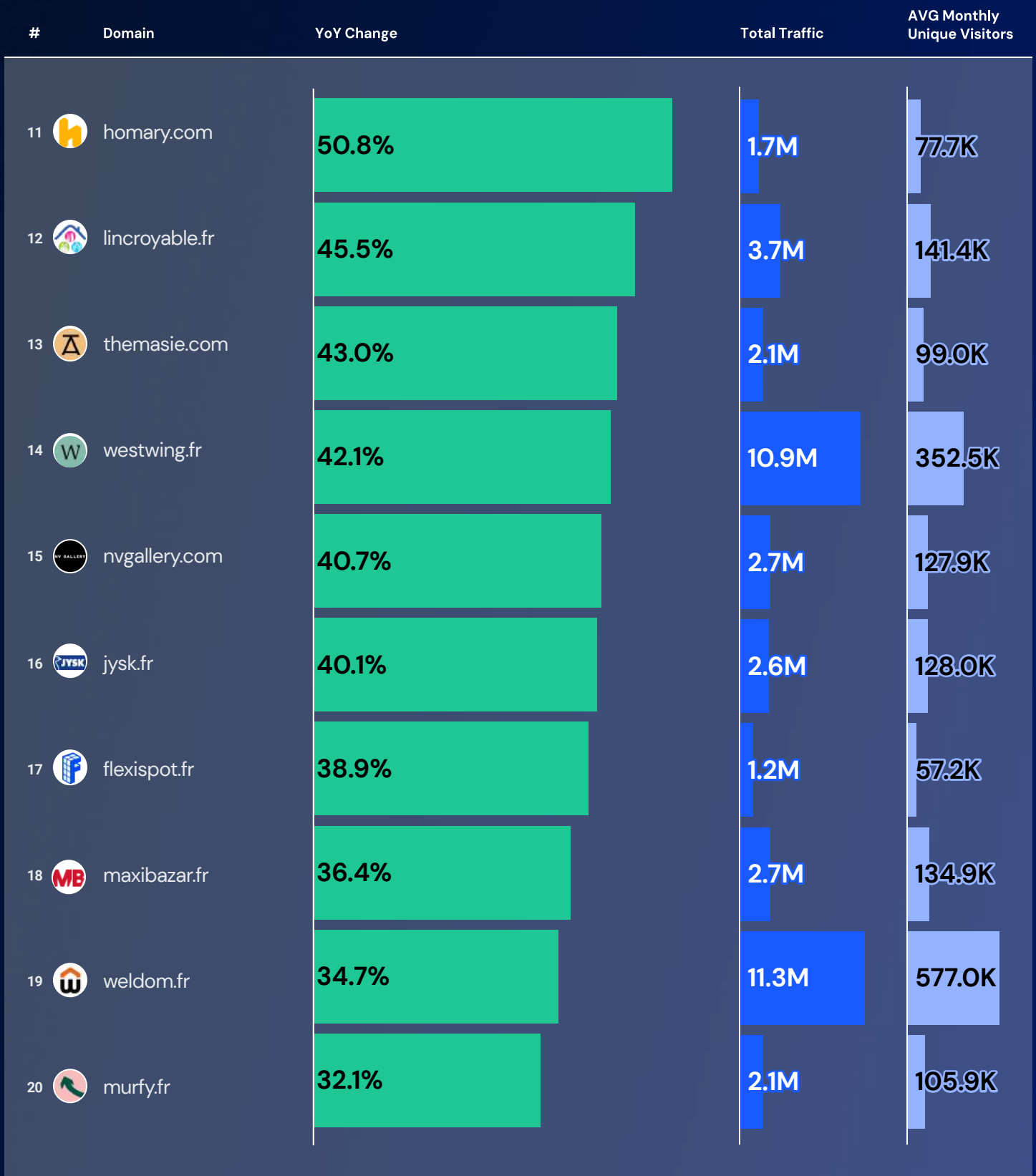


HOME & GARDEN: A predefined list of marketplaces for essential household items and domestic goods.

INSIGHT

Amid rising inflation, the second-hand/refurbished appliance marketplace Youzd secured the 3rd spot with a 130% YoY traffic growth. Murphy, a platform offering both second-hand and repair services for large appliances, also saw a 32% YoY growth. In France, consumers are increasingly connecting directly with DTC sites rather than traditional retailers, with Ninja Kitchen, Tineco, and Bissell leading the category.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 ninjakitchen.fr	166.1%	3.6M	162.1K
2	 tineco.com	162.2%	1.9M	64.1K
3	 youzd.fr	129.7%	1.8M	68.9K
4	 bissell.fr	95.7%	1.3M	73.5K
5	 swap-europe.com	93.1%	1.4M	67.6K
6	 bricodepot.com	66.9%	1.5M	85.0K
7	 homifab.com	57.8%	1.4M	60.6K
8	 kavehome.com	54.1%	4.8M	230.5K
9	 maspatule.com	53.6%	6.5M	354.6K
10	 whirlpool.fr	53.6%	2.2M	116.5K



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THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **PERSONAL FINANCE** COMPANIES



PERSONAL FINANCE: A predefined list of financial services platforms and niche banking solutions targeted to consumers.

INSIGHT

Amidst rising inflation, investors increasingly explore Crypto for potential returns, propelling Bitget to the top in the category alongside platforms like Bingx and Gate.io. Concurrently, consumers are adopting alternative payment methods such as BNPL, bolstering the growth of Klarna and Scalapay. Additionally, there is a rising interest in new ventures like the real estate crowdfunding platform La Première Brique.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	bitget.com	313.0%	2.8M	42.5K
2	abeille-assurances.fr	142.3%	5.3M	244.8K
3	bingx.com	137.3%	1.7M	45.0K
4	gate.io	128.0%	4.0M	133.7K
5	okx.com	115.5%	2.8M	84.4K
6	lapremierebrique.fr	109.3%	1.5M	27.1K
7	bitcoin.com	108.6%	1.4M	31.9K
8	cardveritas.com	88.9%	1.4M	37.5K
9	klarna.com	84.9%	6.8M	338.2K
10	finary.com	79.0%	4.1M	86.0K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	whitebit.com	78.7%	5.5M	221.1K
12	tidex.com	77.7%	2.1M	72.6K
13	coinglass.com	70.7%	1.5M	20.1K
14	yield.app	66.2%	1.2M	7.8K
15	aucoffre.com	58.0%	1.4M	50.0K
16	scalapay.com	55.6%	1.8M	69.7K
17	acheel.com	45.8%	1.5M	69.0K
18	april-moto.com	44.4%	1.7M	72.4K
19	revolut.com	44.1%	8.5M	403.0K
20	clubfunding.fr	43.1%	1.5M	25.5K

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