



France

France is the world's fifth largest economy and the second largest consumer market in Europe.

It is a large, open and diversified market, is within easy reach of the UK and offers opportunities to sell UK products and services across all sectors.

France is a similar market to the UK with similar business risks and requirements. If your product or service is successful in the UK, there's a good chance you'll be successful in France.

However, French businesses can be wary of buying outside France. UK companies need to reassure customers and clients about quality, price and reliability.

Eco and Natural Products

The French consumer is very environmentally responsible with attitude continuing to favour environmentally friendly products. With the rise of the social and solidarity economy in France, there is more focus on environmental issues and circular economy. Industrial and territorial ecology, which generally enables a lesser use of resources, is still very active, despite the recent crisis. Innovation competitions enable to boost eco-innovations and initiatives linked to the circular economy.

- ✓ Textile industry, fashion and consumers give sustainability more weight, preferring fibers produced of natural sources, notably with the big luxury fashion houses such as Kering and Chanel
- ✓ Rising preference for biodegradable and natural retail products and toiletries;
- ✓ Rising health concerns lead to greater number of consumers adopting flexitarian lifestyles; France is the second largest consumer market in Europe for organic products after Germany. The organic sector is developing very well. In 2016, the sales of organic food in France rose by 23.7% to reach turnover of 2.5 billion euros.
- ✓ Stronger growth predicted for packaged food driven by demand for healthy high quality meal solutions;
- ✓ The cosmetics market has also had achieved good growth by adopting more sustainable, natural products. Many big groups have launched their brands to benefit from the natural trend. L'Oréal with La Provençale, Henkel with Nature Box and N.A.E, Unilever and Love Beauty Planet.

Technology

France's information technology market is one of the most buoyant in Europe, benefiting from an attractive R&D framework and excellent infrastructure. This performance is reflected in France's top ranking in the Deloitte Technology Fast 500 EMEA. France has a Tech ecosystem supported by 415,000 data and software professionals developing competitive products and services for global markets. France has seven dedicated IT clusters located in various French regions.

Companies will have easy access to Europe's cheapest ultra-high-speed broadband infrastructure. France is the only European country to have two excellent internet exchange points (in Paris and Marseille). This unique situation in Europe will help you to seize opportunities in fast-growing markets like big data, cloud computing and infotainment.

France is the software market leader, with more software vendors than any other country in Europe, according to the 2015 Truffle 100 rankings. It is the leader in European gaming scene. Take advantage of excellent expertise, with a pool of a million creative engineers and 13,000 experts (engineers and doctors) in artificial intelligence, a discipline central to the development of the IT sector. Companies already benefiting from this cutting-edge expertise include Facebook, Microsoft and Fujitsu. France has ramped up its efforts in technological expertise across a number of sectors such as financial services (crypto currencies, fin-tech), Agritech and clean tech all contributing to sustainable development.

Life Sciences

The lifesciences sector in France represents an ecosystem at the cutting edge of innovation in vaccines (both R&D and production), the leading European player in veterinary health, and the most innovative country in the European healthcare sector. In France, you will find world-renowned medical research teams. Four French public research organizations (CEA, CNRS, INSERM and Institut Pasteur) are ranked among the world's 25 most innovative institutions (Thomson Reuters, 2016). Thanks to a dense network of 2,694 healthcare institutions (both public and private) and well-managed care pathways conducive to medical research, a thousand clinical trials are undertaken in France every year.

Benefit from an environment that receives strong public-sector support. This support is reflected in seven specialist innovation clusters, cancer hubs, the National Cancer Institute (INCa), and an attractive healthcare system that provides health cover and widespread access to care.

The French healthcare market – worth €90 billion – is underpinned by the presence of 400 production facilities. Many foreign companies, such as Alexion (R&D), Novartis (R&D), GSK (vaccines) and Chiesi (pharmaceuticals), have already chosen to set up in France.

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