

Required Report: Required - Public Distribution

Date: December 31, 2020

Report Number: FR2020-0027

Report Name: Exporter Guide

Country: France

Post: Paris

Report Category: Exporter Guide

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Report Highlights:

France imported \$1.38 billion of food and agricultural products from the United States in 2019. As the seventh largest economy in the world, France offers many opportunities for U.S. suppliers with particularly strong opportunities for U.S. fish and seafood, dried fruits and nuts, fruit juices, wine and spirits, organic, kosher and health food products.

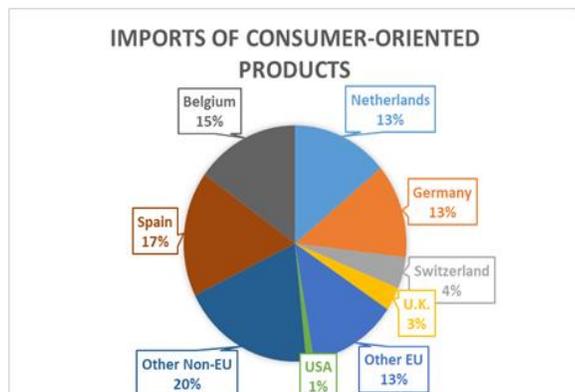
Market Fact Sheet: France

Executive Summary

With a gross domestic product (GDP) of approximately \$3.06 trillion in 2019, France is the world's seventh largest industrialized economy and the EU's second largest economy after Germany. It has substantial agricultural resources and maintains a strong manufacturing sector. France's dynamic services sector accounts for an increasing share of economic activity and has been responsible for most job creation in recent years. France is a member of the G-8 and G-20, the European Union, the World Trade Organization, and the OECD.

Imports of Consumer-Oriented Products

Primary imports from outside the EU were oilseeds, fruits, and distilled alcohols from the United States and China. Imports from the EU were primarily dairy, meat, and vegetables. In 2019, the trade balance for France's agricultural and food products reached \$18.9 billion. France's imports from the U.S. in 2019 were valued at \$1.4 billion, led by tree nuts, alcoholic beverages and seafood.



Food Processing Industry

In 2019 France had 17,723 food processing companies with sales of \$215 billion. The value of processed food imports decreased by 0.4 percent last year. Exports in the food industry sector are ahead of other leading industrial sectors, which places France's food industry among the top three in the world. In 2019, the French food processing sector represented around 2 percent of the gross domestic product (GDP).

Food Retail Industry

In 2019, sales of hyper-supermarket and discounters represented 75 percent of the country's retail food market. Different types of retailers have experienced growth and success over the last eighteen months and the largest French retailers continued investing in smaller stores in city centers. The overall retail food sales in France were estimated at \$366 billion, and specialized food stores such as frozen food stores, organics and open-air markets had sales of \$27 billion.

Exchange rate:
2020: 1 USD = 0.879 Euro
2019: 1 USD = 0.892 Euro

Quick Facts CY 2019

Imports of Consumer-Oriented Products (USD million)
41**

List of Top 10 Growth Products in Host Country

- | | |
|----------------------|---------------------------|
| 1) Almonds | 2) Pet food |
| 3) Pistachios | 4) Grapefruit |
| 5) Wine | 6) Peanuts |
| 7) Food preparations | 8) Beer |
| 9) Sweet Potatoes | 10) Sauces and seasonings |

Food Industry by Channels (USD billion)

Food Industry Output	212
Food and Ag. Exports	75.2
Food and Ag. Imports	68.7
Retail	366
Food Service	90

Top 10 Host Country Retailers

- | | |
|--------------------|--------------|
| 1) Carrefour | 6) Systeme U |
| 2) Auchan | 7) Lidl |
| 3) E. Leclerc | 8) Cora |
| 4) ITM Entreprises | 9) Aldi |
| 5) Casino | 10) Schiever |

GDP/Population

Population (millions): 67.2
GDP (billions USD): 3.06
GDP per capita (USD): 39,257

**This figure does not include U.S. products exported to France transshipped through other EU countries. This would double the figure. Sources: TDM, World Bank, Linéaires

Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
France is one of the biggest markets in Europe with high-income levels.	U.S. exporters face competition from tariff-free products from other EU member states and FTA partners.
Opportunities	Threats
A large, well-developed food-processing industry requiring a wide range of ingredients, from low-value, unprocessed foods to high-value, highly processed ingredients.	Non-tariff barriers such as phytosanitary restrictions and traceability requirements can make exporting to France complicated.

Data and Information Sources:

INSEE, Trade Data Monitor, Linéaires, French Customs.
Contact: FAS Paris, France AgParis@fas.usda.gov

I. MARKET SUMMARY

In 2020, France's GDP is estimated at \$3 trillion. France was the world's seventh-largest economy in 2019 but could fall at the tenth position this year. Its GDP fell by 9.8 percent due to the global pandemic, but according to the IMF its growth rate could increase six percent in 2021. France remains the EU's second largest economy after Germany. It has substantial agricultural resources and a strong manufacturing sector. France's dynamic services sector accounts for an increasingly large share of economic activity and was responsible for most job creation in recent years but the pandemic situation highly disrupted the service economy. France's budget deficit was three percent in 2019 but reached 4.8 percent during the first three months of 2020. In September 2020, its positive trade balance trade in agricultural and food products fell by a third according to figures from the French Ministry of Agriculture with a surplus of \$318 million in comparison to \$952 million in September 2019.

France Key Trade and Demographic Information For 2019

Ag. Imports from all Countries	\$68 billion
U.S. Market Share	2% with \$1.38 billion
Consumer Food Imports from All Countries	\$41 billion
U.S. Market Share	1.27% with \$525 million
Edible Fishery Imports from All Countries	\$6.5 billion
U.S. Market Share	3.5% with \$233 million
Total Population/Annual Growth Rate	67 million – Growth rate annual: 0.3%
Urban Population	53 million
Number of Metropolitan Areas	4: Paris, Marseille, Lyon and Lille
Size of the Middle Class	48% of total population
Per Capita Gross Domestic Product	\$39,257
Unemployment Rate, incl. Overseas territories	8.1%
Percent of Female Population Employed	65%

Statistics from the Trade Data Monitor and INSEE.

Bilateral Trends

Historically, the U.S.-French commercial and economic alliance is one of the United States' oldest and closest. Relations between the United States and France have remained active and friendly. The two countries share common values and have parallel policies on most political, economic, and security issues. The United States is the top destination for French investment and the United States is the largest foreign investor in France. The two countries have a bilateral convention on investment and a bilateral tax treaty addressing issues such as taxation of incomes and businesses. According to the World Investment Report 2020 FDI flows to France decreased by 11% to reach USD 34 billion (compared to USD 38 billion in 2018). The FDI stock in 2019 was about USD 868.9 billion. France is the 13th recipient of FDI in the world. The Paris region has the largest concentration of multinational headquarters in Europe (Global 500 ranking from Fortune magazine). One of President Emmanuel Macron's goals is to attract more multinationals currently based in London.

Trade and investment between the United States and France remain strong. Major U.S. exports to France include industrial chemicals, aircraft and engines, electronic components, telecommunications, computer software, computers and peripherals, analytical and scientific instrumentation, medical instruments and supplies, as well as broadcasting equipment.

According to the Department of Commerce's Census data, in Jan-Oct 2020, the U.S. had a \$12 billion trade deficit with France. U.S. exports to France were valued at \$23.2 billion and French exports to the United States were \$35.3 billion.

COVID-19 and French Consumption Trends

Within the food industry the food service sector was the one most hurt by the pandemic. Between March 15 and June 2 the abrupt closure of cafes, restaurants, and caterers dealt a severe blow not only to the sector and to the important French chef and hotelier profession. Restaurants and the hotel sector are suffering, leading to declining opportunities to chefs. The summer season, although short, was better than expected because French spent vacation time and dollars domestically. However a new closure from October 29 is devastating the sector again. A French food service trade group estimates 15 percent of cafes, hotels, restaurants and nightclubs will go bankrupt by end of 2020 which would mean a loss of 200,000 jobs.

Food nationalism is growing with messages of Buy French popular among government officials and the media. French President Macron's recent speeches have highlighted the need for food sovereignty at the French and EU level.

General Consumption Trends

Socio-economic and demographic changes have significantly changed food trends in France. French consumers want food products that offer better taste and health benefits. The younger generation enjoys trying new and innovative products and they value products with an attractive image along with good taste. In France past food safety scares increased consumer concerns about sanitation and safety issues. These concerns have led to greater demand for natural and organic food products, natural fruit juices, and organic produce. In addition, there is increasing demand for fish and seafood products, vegan food, gluten free products, and food supplements. There is a strong demand in France for ethnic meals, halal manufactured products and to a lesser extent, kosher certified products.

Over the past few years, there has been a renewal of interest in American food products. Many restaurants offering American-themed cuisines such as BBQ, Cajun, and American style burgers have opened in the last four years, and their popularity and numbers are growing. In addition, the French food service industry is moving towards fresh consumer-ready products at the expense of frozen foods.

The French market for food products is mature, sophisticated and well served by suppliers from around the world. France's transportation infrastructure benefits from advanced technology and

high-level government's investment. Its food industry is a major sector of the economy estimated at 20 percent of the total industry sector value.

U.S. firms must navigate complicated national and European regulations and standards to sell products in France. Another challenge for U.S. firms is dealing with highly concentrated retail distribution chains and networks. Many French global manufacturers and suppliers exercise strong control over these retail networks, with well-organized buying offices that have very stringent selection processes for new suppliers, products and services. Ability to allow for high retail mark-ups combined with innovative and creative marketing approaches are prerequisites to enter the French market.

Advantages and Challenges in the Market Facing U.S. Exporters

Advantages	Challenges
More than 75 percent of the population lives in urban areas, where there is a strong demand for international cuisine.	Some French consumers have irrational food fears and choose food products based on perceived rather than real food safety.
French per capita income is near that of the United States.	French consumers are exacting when it comes to quality and innovation.
The tourism industry increases demand for hotel and restaurant products.	Price competition is fierce.
U.S. fast food chains, theme restaurants, and the food processing industry occasionally demand American food ingredients.	Certain food ingredients are banned or restricted in the French market.
Domestic distribution systems are efficient.	Marketing costs to increase consumer awareness are high.
American food and food products remain quite popular.	Mandatory customs duties, sanitary inspections and labelling requirements can be onerous.
US-EU organics equivalency agreement in place since 2012 has increased the market for U.S. organics.	The EU biotech-labelling requirement of 0.9 percent excludes many U.S. processed products.

II. EXPORTER BUSINESS TIPS

Multilateral Agreements & Business Customs

France as an EU member state benefits from EU customs union agreements with Turkey and Andorra. The European Union has preferential trade agreements with Norway, Iceland, Switzerland, Liechtenstein, Israel, the Palestinian Authority, Tunisia, Morocco, Jordan, Egypt, Lebanon, Syria, Algeria, Mexico and South Africa. The EU provides African, Caribbean and Pacific developing countries (ACP) with non-reciprocal preferential access to its markets under the Cotonou Agreement, and gives other developing countries preferential access under the Generalized System of Preferences (GSP). The new trade agreement with Canada (CETA) entered into force in September 2017. The EU also finalized a free trade agreement with Japan. These trade agreements benefit these countries products over U.S. exports to the EU and France.

Market Strategy

To enter into France a U.S. exporter should consider market access restrictions and food laws, consumer characteristics, seasonal promotions and unique U.S. products characteristics. High-quality and regional focused products are popular such as Florida grapefruit, California wine, Tex-Mex or Cajun style, and Alaskan and New England seafood, should also be considered by the U.S. company in targeting France. Product image, such as innovative packaging is important. Post recommends participation in trade shows and in-store promotions to introduce new products.

Note that most processed products are subject to additional import charges based on sugar, milk, fat, milk protein, and starch content. French regulations can limit market access U.S. agricultural products including but not limited to enriched flour, bovine genetics, exotic meat (alligator), bird meat (ratite) live crayfish, beef and bison meat, certain fruits and vegetables, pet foods and products derived from biotechnology.

When released from customs, the foodstuffs are subject to ad valorem customs duties levied under the Common External Tariff. Duties differ according to the product. In addition to customs duties, foodstuffs imported into France are subject to a Value-Added Tax (VAT). Currently, the VAT is generally charged at one of the following rates:

- Standard rate of 20 percent applies to alcoholic beverages, some chocolates and candies;
- Reduced rate of 5.5 percent applies to most agricultural and food products.

For additional information on product trade restrictions, food standards and regulations please refer to the [EU](#) and [FAS/Paris Food and Agricultural Import Regulations and Standards Reports \(FAIRS\)](#).

U.S. suppliers may also contact the following organizations for additional support:

- **State Regional Trade Groups (SRTG)** are non-profit trade development organizations that help U.S. food producers and processors to enter overseas markets. They are funded by USDA/FAS and the private industry. They carry out promotional activities to increase exports of U.S. high-value food and agricultural products. For more information, contact the state regional trade group responsible for your state: <https://www.fas.usda.gov/state-regional-trade-groups>
- The **U.S. Agricultural Export Development Council** is composed of U.S. commodity trade associations and other organizations, in addition to the SRTGs, with an interest in promoting U.S. agricultural exports. For an overview and additional information on the various Commodity Groups, you can go to www.usaedc.org. The [Commodity Cooperator Groups](#) regularly organize (reverse) trade missions, often organized around trade shows or other events. They also are excellent platforms for U.S. suppliers of food ingredients to meet with foreign buyers.

III. IMPORT FOOD STANDARD AND REGULATIONS/IMPORT PROCEDURES

Goods must be imported or exported no later than six months after all financial and customs arrangements have been completed. For products originating in countries other than EU member states or participants in the WTO, and for a limited number of products considered sensitive, a specific import/export license may be required by product or by category of products.

Additionally, the following shipping documents in French are required: Commercial invoice, bill of lading or airway bill, certificate of origin, and sanitary/health certificates for specific products. U.S. exporters must make sure their products comply with French regulations and must verify customs clearance requirements with local authorities through their contacts before shipping the products to France. For additional information, please consult the [Country Commercial Guide](#) prepared by the U.S. Department of Commerce.

Labeling/Packaging Requirements:

Labels should be written in French and include the following information: Product definition; shelf life; precautionary information or usage instructions; statement of contents (ingredients, weights, volumes, etc. in metric units. All additives preservatives and color agents must be noted on the label with their specific group name or their 'E' number; product's country of origin and name of importer or vendor within the EU; manufacturer's lot or batch number.

Mandatory Labeling of Genetically Engineered (GE) Products:

Under the Regulations [\(EC\) 1829/2003](#) and [\(EC\) 1830/2003](#) on biotech traceability and labelling, the European policy sets standards for positive (sourced from biotech), but not for negative labelling (not sourced from biotech). However, Each Member State can put in place specific national requirements for biotech-free labelling. France implemented the 1829/2003 and 1830/2003 Regulations in April 2004. The Fraud Control Office of the Ministry of Economy, Finance and Industry (DGCCRF) is the authority enforcing compliance with the regulation. An explanation on France's biotech labelling regulation is available [on their website \(in French\)](#).

Voluntary "GMO free" Labelling Systems:

In France, the government has implemented a national voluntary "GMO free" labelling system. It only applies to food produced in France. Imported products are not impacted. It states that:

- Plant products can be labelled as "GMO free" if they contain less than 0.1 percent GE plants.
 - For animal products, two thresholds are set and must be indicated on the label: 1) under 0.1 percent is labelled as "fed without GMO plants (0.1 percent)," and 2) under 0.9 percent as "fed without GMO plants (0.9 percent)."
 - Processed animal products, milk and eggs can be labelled as "sourced from animals fed without GMO plants (0.1 or 0.9 percent)."
 - For apiculture products, biotech plants should be no closer than three kilometres to an apiary.
- These "GMO free" labels are mainly found on animal products (meat, dairy products, and eggs), canned sweet corn and soybean products. It is forbidden to state that the products have a better nutritional, health or environmental value because they are GE free.

Transport of goods to and from France

France's transportation infrastructure is among the most sophisticated in the world. It benefits from advanced technology and a high-level government's investment. The three main entry points for airfreight are Orly and Charles de Gaulle airports (close to Paris) and Saint-Exupery airport (in Lyon). France has twelve major seaports many equipped for container ships. There is an extensive highway and river-transport system and a state-owned rail network that is among the most comprehensive and technologically advanced in the world. Communications infrastructure is similarly advanced. Many U.S. products entering France are transshipped through other EU markets, particularly the Netherlands, Belgium, and the UK.

IV. MARKET SECTOR STRUCTURE AND TRENDS

Business practices in France are very similar to those in the United States. Business tends to be direct and straightforward. The United States and France produce many of the same goods and services and export them to each other. Therefore, marketing products and services in France can bear some resemblance to marketing in the United States. French business representatives are sophisticated and knowledgeable about their respective markets. At the same time, American firms must consider certain business practices, cultural factors, and legal requirements in order to do business effectively in France. For detailed information on the distribution systems and the best market entry approach for new-to-market exporters for the retail food sector, see Post [Retail Food Sector Report](#).

The Hotel/Restaurant Institutional (HRI) sector in France uses the services of wholesalers or processed food buyers, and the well-developed distribution channels of the wholesalers/importers are often the key to getting a new food product into that sector. Please check our [HRI report](#).

It is important for a U.S. exporter to France conduct basic market research and have a sophisticated marketing plan in place prior to market entry. We highly recommended working with an agent, distributor, or importer. They know the market and can determine the best promotional strategy: They will identify the best distribution channel for the product, as well as assist with custom requirements and food labeling. The U.S. exporter should also be prepared to invest in the market promotion through trade shows, in-store promotions or advertising campaigns, to gain maximum exposure and make valuable market contacts.

V. BEST CONSUMER ORIENTED PRODUCT PROSPECTS

The best prospects for U.S. food exports to France are: seafood (particularly salmon, cod, scallops and lobsters); fruit juices and soft drinks (including flavored spring waters); dried fruits and nuts; fresh fruits and vegetables (particularly tropical); frozen foods (both ready-to-eat meals and specialty products); snack foods, tree nuts; "ethnic" products; innovative dietetic and health products; organic products; soups; breakfast cereals; and pet foods. Also, niche markets exist for candies, chocolate bars, wild rice, kosher and halal foods. Market opportunities for U.S. exporters also exist for oilseeds, protein meals, and other feeds, as well as for wood products and grains.

France's Consumer Oriented Best Prospects

Products	Imports from the U.S. in 2019 (US \$ Million)	Description	Type of Outlets
Fish and Seafood	233.4	Frozen pollock, cod and salmon, live and frozen lobsters, frozen rays, dogfish and scallops	Retail and Food Service
Alcoholic beverages	207.9	Wine and spirits and beer	Retail and Food Service
Fresh and dried fruits including nuts	208.9	Almonds, pistachios, macadamia, cashews, pecans, and walnuts. For fresh fruits mainly grapefruits and off-season and extended season sales such as for apples and pears. Niche market also for berries, Medjool dates, dried prunes and other fresh citrus.	Retail and Food Service
Fresh and dried vegetables	68.7	U.S. great northern beans, dried beans, peas and lentils, sweet potatoes	Retail and Food Service
Meat and Offal	18.4	Limited opportunities due to the import quota on hormone-free meat and stringent EU regulations	Food Service
Food preparations including sauces	56.3	Frozen ready-to-eat meals and sauces	Retail and Food Service

SECTION VI. TRADE ASSISTANCE FOR EXPORTERS

If you have any questions or comments regarding this report, need assistance exporting to France or desire French buyers contact lists, please get in touch with the U.S. Agricultural Affairs Office in Paris:

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Please view our [Home Page](#) for more information on exporting U.S. food and beverage and to find list of French market sector/briefs and other detailed reports.

Attachments:

No Attachments