COUNTRY FACT SHEET:

France

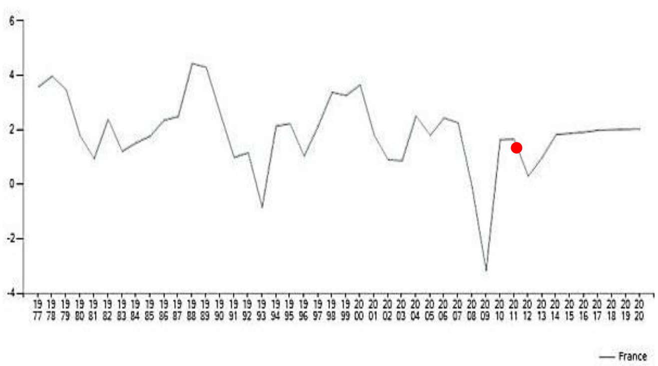
General information

Capital: Paris
Surface area: 551,500 sq. km
Official language(s): French
Currency: Euro
Trading language(s): French

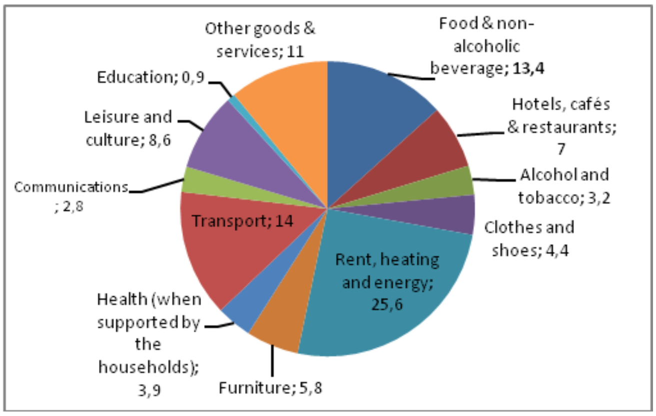
Population: 63.1 million (2011)
Unemployment rate: 9.3% (2011)
Households: 27 148 844 (2011)
Average household size: 2.38 (2011)

Key macroeconomic indicators

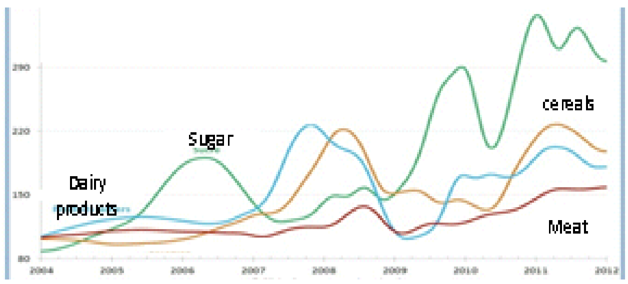
GDP growth (+1.7%, 2011)



Consumer spending breakdown (2011, in %)

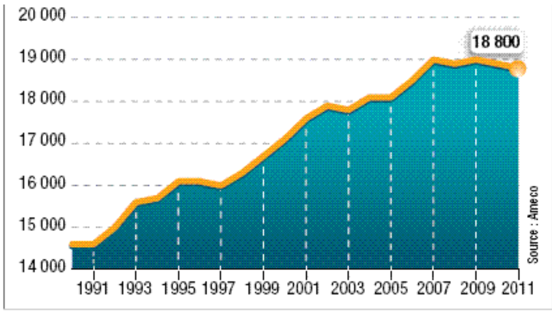


Food price inflation (2004-2012)



Purchasing power

Gross disposable income per person (based on 2005 prices) in €



Food industry structure

- 2011: the turnover of the sector amounted to 150 billion euros (+6.8%): **N°1 industry in France**
- 10,500 Businesses - 97% of which are SMEs, 412 500 employees
- France is the 4th biggest country worldwide to export food products
- Food trade surplus in 2011: €7.6 billion. Agro-businesses' export represents 13% of total French export.

Grocery retail structure

- Value sales of grocery retailers: +2% to reach €202 billion in 2011: Hypermarkets (€85,106.3 M), Supermarkets (€67,262.9 M), traditional grocery retailers: food/drink/tobacco specialists and independent small grocers (25 M€), Discounters (€16,896.7 M), Convenience Stores (€5,714.2 M), Forecourt Retailers (€1,911.4 M),
- Number of outlets: 93,968 units
- Market Share (2011): Carrefour HM/SM (20.7%), Leclerc (17%), Intermarché (14.3%), Casino Group (11.4%), Auchan (10.5%)
- These 5 main players control 60% of overall value sales; Hypermarkets represented 42% overall value sales of grocery retailers in 2011
- Increase in investment in smaller formats as consumers looking for convenience when purchasing groceries.

FEVIA Vlaanderen Federatie Voedingsindustrie

Compiled by Green Seed France www.greenseedfrance.fr
Sept 2012

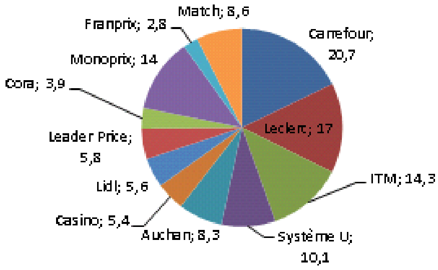
Sources: LSA – Lineaires - Nielsen Homescan 2011 – Euromonitor – Agriculture gouv.fr
In collaboration with the Flemish government and Flanders Investment & Trade

green seed International Food Consulting

COUNTRY FACT SHEET: # France

Major grocery retailers

Group	No. of stores	TOTAL turnover in France (in m EUR)	Market share (%)	No. of depots per product category	Positioning
A CARREFOUR	243HM 970SM	35 179	20.7	2 to 12	Leader : repositioning on Price + Products
B LECLERC	486HM	37 846	17.0	16	Price – independent stores
C INTERMARCHE	1 340SM	27 900	14.3	8	Price – rural
D CASINO GROUP	118HM 393SM	18 748	11.4	2 to 8	Very diversified network
E AUCHAN	132HM	19 879	10.5	1 to 14	Choice = large ranges



Foodservice structure

- Horeca: many individual operators
- 2 major distributors (Pomona, Brake) providing large ranges + distributors specialized in various products (Davigel, Transgourmet etc)
- Many hotels chains (Mercure, Etap Hotel …) and restaurants chains (Buffalo Grill, Mac Do, Pizza Hut…)

Main food shows

- SIAL in Paris, every 2 years in October, international food trade
- SIRHA in Lyon, every 2 years in January, Food service
- Sandwich and Snack Show in Paris, each year in March

Main trade magazines

- LSA : weekly – retail – circulation 31,000 copies
- Linéaires : weekly – retail and Distribution focused – circulation 12,500 copies
- Point de ventes : every other Monday – circulation 13,800 copies

Consumer behaviour today & expected food trends – Opportunities for Flemish food exporters

- **Healthy eating & nutritional** products: development of products offering well being, balanced diets, healthy positioning, gluten-free …
- **Convenience :** covering all categories of products, Convenience is an in-depth trend which can revolutionize a market (E.g : lunch boxes for the Ready meals category)
- **Organic market** (3.4Billion €) is still growing: +10% in 2011, 2.5% of the total food market.
- **Natural products** are a growing trend. Consumers are demanding products which promote simple manufacturing processes along with a simple marketing message.

EVALUATION OF MARKET AND OPPORTUNITIES

- France is one of the largest food markets in Europe
- French buyers are open to products from abroad as long as they bring something new to the category
- Huge potential in retail which is very centralized (5 major players)
- Good balance between branded products and private labels (34% approx.)
- Purchasing/logistics are very efficient
- EU law applies + specific French law (LME) which regulates relationship between retailers and manufacturers
- BRC or IFS accreditation is essential for private label

FEVIA Vlaanderen Federatie Voedingsindustrie

Compiled by Green Seed France www.greenseedfrance.fr
Sept 2012

Sources: LSA – Lineaires - Nielsen Homescan 2011 – Euromonitor – Agriculture gouv.fr
In collaboration with the Flemish government and Flanders Investment & Trade

green seed International Food Consulting