

[Home](#)[E-mail](#)[What's New](#)[Search](#)

5-Consumer products sector

Promising sectors

Cultural products, toys, pearls and precious stones, furniture, apparel, scents and perfumes, sporting goods, recreational products (snowmobiles, personal water craft, boats, trailers and camping equipment) and building materials (hardware supplies).

A. Opportunities

France is the world's fourth-largest economy, and as such is a major producer of and market for consumer goods. Serving nearly 60 million domestic consumers and more than 70 million tourists each year, the French market offers a choice of consumer goods from all over the world.

Canadian exports to France of consumer products amounted to more than \$177 million⁽¹⁾ in 1998, an increase of 27% from 1997.

B. Constraints

The most obvious major constraint is exporters' unfamiliarity with the French market. Canadian companies that have succeeded are the ones that have taken the trouble to visit "on the ground" and get a feel for the market, meet potential customers and, above all, invest time and effort in marketing campaigns.

French consumers may buy less, but they insist on high-quality, top-of-the-line or luxury products. For everyday goods, the market can generally be satisfied from within Europe, and there is little room for competition from North America. Virtually all of the major success stories for Canadian exporters in recent years have involved high-quality products.

C. Activities

i) Promotion of Canadian products

a) We are responding to partnering inquiries from the growing number of large French distributors. The Embassy has a key role to play in co-ordinating trade events in terms of contacts with industry and introducing third partners (airline companies, travel agencies, Canadian institutions, museums, promotional firms, etc.)

b) Participation of Canadian exhibitors at major targeted events. Group participation of this kind will be arranged through the various industry associations at: