

## **FRANCE**

### **A. THE MARKET**

Turnover in the towels and towel products market peaked at FFr1.9 billion at the end of 1991, of which nearly 38 per cent were sold in hypermarkets. Another 20 per cent were sold from mail order catalogues.

The two most well-known French towel manufacturers are Jalla and Descamps. Jalla sales were Fr382 million in 1991. Jalla forms part of the Zucchi-Bassetti group (Italy), and sells 20 per cent of its output to hypermarkets.

Descamps, part of DMC group, turned over FFr550 million, and sells only and towels. Santens is a lesser-known brand which generates FFr160 million per year in France.

Face towels are unknown in France. French people instead use "toilet gloves," (gants de toilette). The average retail price for mid-market towels are: toilet gloves 10cm by 20cm - FFr10 (\$2.29CDN); hand towels 40cm by 60cm - FFr30 to 60 - (\$6.90 to \$13.75CDN); bath towels 50cm by 100cm - FFr50 to 80 - (\$11.45 to \$18.32CDN); bath towels 80cm by 120cm - FFr80 to 120 - (\$18.32 to \$27.50CDN); beach towels 100cm by 160cm - FFr110 to 180 - (\$25.20 to \$41.22CDN).

Canada presently exports no towel products to France, according to French trade statistics, which also advise Canada imported French towels worth in the order of \$445,000CDN during 1992.

### **B. BUSINESS ENVIRONMENT**

Little information was available regarding the business environment for towels in France. French customs reports that towel imports from Canada will be subject to a 13 per cent customs duty, and to a value added tax of 18.6 per cent, which also applicable on locally made products.

### **C. PROMOTIONAL ACTIVITIES**

*Major trade shows include:*

#### **1. TEX'STYLES**

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This show is held annually at Paris-Nord Villepointe in January.