



► Consumer Goods

Important market facts

- France exports approximately \$25.1 billion in consumer goods (13.2 per cent of exports).
- Imports of consumer goods total about \$26.2 billion (13 per cent of imports).
- Major export sectors: pharmaceutical products, perfume and cosmetics, cleaning products and clothing.
- Major customers: European Economic Community countries, United States, Switzerland, Spain, Japan and overseas territories.
- Main imported consumer products: parapharmaceuticals, textiles, hosiery products and clothing.
- Weak Canadian penetration of the French market (\$133 million in the textile industries).

Market trends

- One of France's most promising markets is recreation. It is the sector where demand is strongest.

Recommendations for Canadian exporters

- Consumer products of interest: textiles, winter clothing, furs, sporting goods, costume jewelry, books, gifts and gadgets.
- Few potential markets for leather goods and household appliances.
- Direct activities towards sports equipment, sportswear, snow boots, recreational centres, etc.

Additional information

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Useful addresses

CIM (Comité de la mode)
5, rue d'Anjou
Paris
Tel: (1) 42.65.50.42

Fédération française des industries du sport et des loisirs
36, avenue Hoche
75008 Paris
Tel: (1) 42.25.24.37

Fédération française des industries nautiques
Port de la Bourdonnais
75007 Paris
Tel: (1) 45.55.10.49
Telex: 203963F

Fédération française des sports de glace
42, rue du Louvre
75001 Paris
Tel: (1) 42.61.51.38

Fédération française du prêt-à-porter féminin
5, rue Caumartin
75009 Paris
Tel: (1) 42.68.08.40
Telex: 670880

GIH (Groupement des industries de l'habillement)
2, rue Joux-Aigues
31000 Toulouse
Tel: (1) 65.52.28.18

MODOM (Comité de coordination des industries de la mode masculine)
5, rue d'Anjou
75008 Paris
Tel: (1) 42.65.73.20