

Consumer Goods

IMPORTANCE OF THE SECTOR

With regard to procuring raw material and energy products, France is very dependent upon other countries. On the other hand, unlike many other industrialized countries, France produces most of its everyday requirements for consumer goods.

In 1991, consumer goods exports represented approximately 181 billion francs (\$36 billion) in foreign trade, or 15% of French exports, chiefly in the following sectors:

- pharmaceutical products;
- perfumes;
- leather products and shoes;
- textile goods/clothing.

61% of French products are exported to other EEC countries. Next are the United States, Switzerland, French overseas departments and territories, and Japan.

FOREIGN PRESENCE

Since the production of certain products is insufficient to meet domestic needs, France has to import certain goods, especially:

- parapharmaceutical products;
- textile & leather goods/shoes;
- hosiery;
- clothing articles;
- furniture.

Low priced clothing articles are mainly imported from the Orient and North Africa. Imports of these products in 1991 totalled approximately 88 billion francs (\$18 billion), which represented 7% of total French imports.

CANADIAN PRESENCE AND ITS POSSIBILITIES

Canadian consumer goods with potential for sales to France include textiles, toys, winter clothing, furs, sporting goods, costume jewellery, books, gifts and gadgets. Other sectors such as leather goods and household appliances have less chance of penetrating the French market because of competition, market saturation and lack of consumer interest.