



**CONNECTED  
DEVICES IN  
FRANCE**

KEY INFO IN

**10**  
POINTS

# 1

## A FAST-GROWING MARKET

With revenues of more than €1.1 billion in 2018, the use of connected devices has increased by more than 17% compared with 2017. (GFK survey, 2019)

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# 2

## PROVEN TO BE USEFUL

For 72% of French people, “connected objects are useful and can facilitate everyday life”, and 74% of them consider that “connected objects have revolutionized their lives as well as the internet and smartphones.” Smart TVs and connected alarms are the most common devices in homes, with 25% and 18% of French people, respectively, saying they are already equipped. (IFOP, Connected Objects survey)

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# 3

## CONNECTED HOMES SUCCESS

In 2018, the connected home market (home appliances and network products) accounted for 55% of connected revenues, or €624 million, and recorded the strongest growth (+ 35%). It was followed by wearables (31%) and drones and gadgets (12%). (GFK survey, 2019)

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# 4

## PROMOTING RESEARCH

Companies based in France that develop connected objects can benefit from the research tax credit (CIR). The country offers a dynamic research environment in the digital domain, which brings together several competitiveness clusters including: Systematic (Paris), CITC (Lille), IOT Valley (Toulouse) and SCS (Nice).

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# 5

## CONNECTED DEVICES HUB IN FRENCH CITY OF ANGERS

The Cité de l'Objet Connecté has supported startups, SMEs, mid-size companies and large corporates at all stages of the development of their connected products since 2015. This 100% private hub is home to a technological innovation center and production lines (hardware and software electronics, plastics, mechanics and design) and to the people with the necessary skills needed to design smart devices.

# 6

## VIBRANT FRENCH STARTUPS

Medissimo, Myfox, Netatmo, Parrot, Sen.se and Sigfox have all helped to showcase French expertise in connected devices. Innovations awarded at the Consumer Electronics Show in Las Vegas in 2019 include the Blue Whale Company, which offers water system monitoring, water saving, and building protection, and Havr's Bright Lock, a connected lock that allows for authorized access and the time that it is available to be tailored to users' needs.

# 7

## ALEXA, SIRI AND GOOGLE MAKE THEIR WAY INTO FRENCH HOMES

More than one million voice assistants were sold in France in 2018 and 39% of French people say they would like to buy one in the next 12 months (GFK survey, 2109). The top three uses for such devices include simple searches on the internet (86%), checking the weather forecast (69%) and listening to music (58%). (Search Foresight and My Media 2018, Search Voca survey)

# 8

## AN ATTRACTIVE SECTOR

In 2018, Taiwanese startup Diabnext, which offers connected tools for diabetic patients, opened a sales office and an R&D center specializing in Artificial Intelligence (AI) in Ile de France (Paris region). Tunisia's Chifco, specializing in the Internet of Things (IoT) and Machine to Machine (M2M), has decided to set up its research and development center in the Grand Est region.

# 9

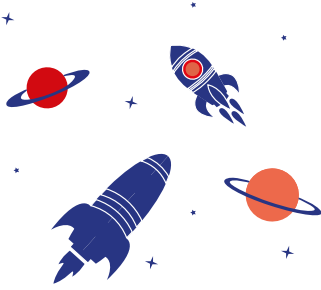
## STAYING SAFE

A France Cybersecurity label was set up in 2015 to raise awareness among users of digital tools. Many companies are working to make connected devices safer, with Yogosha enabling companies to spot bugs in their systems and Inwebo offering enhanced authentication solutions.

# 10

## INTERNATIONAL EVENTS

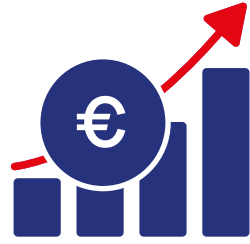
France is home to several international trade shows attended by all the key players in the connected devices world. These include SIdO - The Connected Business in Lyon in April, Connect+ Event in Paris in October, and IOT World, also in Paris, in March.



**10,000**

**STARTUPS IN FRANCE**

(EY)



**More than  
€1.1 billion  
IN REVENUES IN 2018**

(GFL)

**FOR 72%  
OF FRENCH PEOPLE,**



**«connected objects are  
useful and can facilitate  
everyday life».**

(IFOP, CONNECTED  
OBJECTS SURVEY)



**€3.6 billion  
RAISED BY FRENCH  
STARTUPS IN 2018**

(EY)

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