



KEY INFO IN

**10**  
POINTS

**FRANCE:  
A LEADER  
IN BUSINESS  
AND SPORT**

# 1 A GROWING MARKET

National sports expenditure was estimated at €37.7 billion in 2016 (National Assembly). In 2017, spending by households increased by 3.7% (to €19.9 billion) and that of general government by 4.2% (to €13 billion) (National Sport Survey, Injep). In 2018, the sporting goods and leisure market in France grew for the ninth consecutive year, up 0.9%, after a 3% rise in 2016 and 2017. (Union Sport & Cycle)

# 2 EUROPE'S #4 EXPORTER OF SPORTING GOODS

Annual French exports of sporting goods total €3.5 billion. France stands out in many sectors, particularly in racket sports: it is the leading European exporter of tennis and badminton rackets and the second largest for table tennis rackets. It is second at the world level for exports of skiing equipment and fourth for leisure and sports boats. (French Customs Authorities; UN Comtrade)

# 3 DECATHLON, WORLD'S #2 SPORTS BRAND

With revenues of €11.3 billion in 2018, Decathlon is catching up with Intersport. Present in 51 countries, Decathlon generated two-thirds of its revenues abroad. In 2018, the company set up in Canada, Lithuania, Cambodia and several African countries, with new openings planned in Ukraine, Algeria and Japan. (LSA; Les Échos)

# 4 BIC SPORT, WORLD #1 FOR STAND-UP PADDLEBOARDS

The pioneer of windsurfing produces nearly 40,000 paddleboards a year in its Brittany-based factory, or about 8% of the world's production, equivalent to 55% of its revenues, estimated at €27 million. Bic Sport exports 80% of its paddleboards to some 92 countries. Its US subsidiary generates half of its sales while its distribution subsidiary in Sydney, Australia, serves the Japanese market.

# 5 TECHNOLOGY FOR CHAMPIONS

Look Cycle is the global leader in automatic road pedals and the European leader in road carbon frames. Its Keo Blade Carbon, the official pedal of the Tour de France, supplies 41% of Tour de France participants. In 2018, the Look pedal led to 300 cycling victories, including two World Championship titles: Alejandro Valverde and Anna Van Der Breggen, along with a double track world champion for Kristina Vogel.

# 6

## RECORD OLYMPIC HAUL FOR FRENCH ATHLETES

France came seventh at the 2016 Rio Olympic Games, with a record 42 medals, including 10 gold, 18 silver, and 14 bronze. French champions included Teddy Riner, Tony Yoka, Estelle Mossely, Émilie Andeol and Charline Picon. At the 2018 Winter Olympics in Pyeongchang, South Korea, France won 15 medals, finishing in ninth place.

# 7

## SPORT AND GOOD CAUSES

A number of prominent French athletes put their fame to work for charity, including Zinedine Zidane, as an ambassador for leukodystrophy charity ELA; Teddy Riner, Unicef France ambassador for children; Lilian Thuram, with his eponymous anti-racism foundation; and Alain Bernard, a UNICEF ambassador.

# 8

## 'MADE IN FRANCE' CLIMBING ROPE

Founded in 1950, the French Alps-based company BEAL is the global leader in mountaineering rope and safety. The family-owned SME generates 65% of its €20 million sales in some 50 countries. Its ambassadors include some of France's greatest climbers, including Catherine Destivelle, Bassa and Mickael Mawem.

# 9

## A NATION OF CHAMPIONS

France had 14,221 top athletes recognized by the French Ministry for Sport in 2019, including 881 in the 'elite' category and 1,115 seniors (French Ministry for Sport). Among the most successful athletes are Antoine Albeau (23 times windsurfing world champion), Jeannie Longo (winner of 13 road and track in cycling titles) and tied with 10 titles: Martin Fourcade in biathlon, Patrice Martin in nautical skiing and Felicia Ballanger in track cycling.

# 10

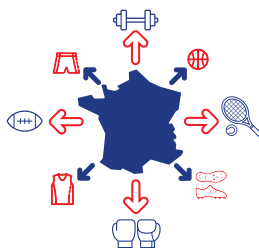
## COMPANIES COMMITTED TO SPORT

In 2016, nearly 150 Olympic and Paralympic athletes were sponsored by some sixty French companies during the Rio Olympic Games. Among the sponsors were big-name companies such as EDF, RATP, SNCF, Française des Jeux, Vinci, Coca-Cola France, GL Events, as well as various SMEs and startup Mac-Lloyd, which was founded in 2013. (Les Échos)



**IN 2024**  
PARIS WILL HOST  
THE OLYMPIC GAMES  
FOR THE THIRD TIME

(OLYMPIC.ORG)



**€3.5**  
BILLION IN EXPORTS  
OF SPORT-RELATED  
GOODS IN 2018

(FRENCH CUSTOMS  
AUTHORITIES)



**14,200**  
TOP ATHLETES  
IN FRANCE IN 2019

(MINISTRY FOR SPORT)



**227,000**  
JOBS IN SPORT  
IN FRANCE

(FRANCE STRATÉGIE)

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