

# A LEADER IN SPORT



## 1 A GROWING MARKET

In 2019, national sports expenditure increased by 6.2% in one year (€37.7 billion), while that of general government by 5.8% (€14.1 billion) (Injep). In 2020, the sporting goods and leisure market in France was hit hard by the Covid-19 health crisis, with a rebound in activity expected in either 2021 or 2022.

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## 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 third at the world level after China and Austria for exports of skiing equipment and fifth for leisure and sports boats. (French Customs Authorities; UN Comtrade)

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## 3 DECATHLON, WORLD'S #1 SPORTS BRAND

With revenues of €11.4 billion in 2020, Decathlon has overtaken Intersport (€10.6 billion). Present in 60 countries, Decathlon saw its online sales soar during the pandemic. Digital sales now account for 19% of its revenues, which is more than €2.1 billion. (LSA; Decathlon)

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## 4 TAHE, A NEW BRAND FROM THE WORLD #1 IN STAND-UP PADDLEBOARDS

The Tahe brand was founded in 2021 from the merger of Bic Sport, the world's leading manufacturer of stand-up paddleboards (SUP), and Tahe Outdoors, the world's number one in kayaks. All of Tahe's SUP, surf and windsurf boards, boats and kayaks are produced at the business's Brittany-based factory, which is the only manufacturing facility in the world to have three different types of thermoformed technology in one location. Tahe will export 80% of its goods worldwide. (Tahe)

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## LOOK CYCLE RELOCATES ITS MANUFACTURING TO NEVERS

The inventor of and global leader in automatic road pedals and European leader in road carbon frames is relocating the Asian arm of its production to France as part of a plan to safeguard French expertise. A quarter of the financial effort needed for this new commercial strategy is expected to be offset by state subsidies within the framework of the "Relaunch France" plan. It is expected to lead to the creation of around ten jobs at its Nevers site (Bourgogne-Franche-Comté region), which already has 125 employees, and 230 worldwide. (Look Cycle)

# 6

## 54 MEDALS AT THE TOKYO PARALYMPIC GAMES

France came 14th at the Tokyo 2020 Paralympic Games (in 2021), with 54 medals, twice as many as in Rio in 2016, including 11 gold, 15 silver and 28 bronze. The French team was represented in 19 of the 22 sports. Para-cycling (16 medals) and table tennis (11 including 2 gold) were the two sports with the most French medals in Tokyo.

# 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; and Marie-José Pérec, who has worked for Sports without Borders and Les Restos du Coeur.

# 8

## 'MADE IN FRANCE' CLIMBING ROPE

Founded in 1950, the French Alps-based company Beal is the global leader in mountaineering rope and safety. Its ambassadors include some of France's greatest climbers, including Catherine Destivelle, Bassa and Mickael Mawem. Its new dynamic rope The One 9.6, which is 100% recyclable, is the first rope to be OEKO-TEX certified: its materials and dyes are not toxic to humans or the environment.

# 9

## A NATION OF CHAMPIONS

France had 15,032 top athletes recognized by the French Ministry for Sport in 2019, including 893 in the 'elite' category and 1,063 seniors (Injep). Among the most successful athletes are Antoine Albeau (25 times windsurfing world champion), Jeannie Longo (winner of 21 road and track in cycling titles), Martin Fourcade (winner of 13 biathlon titles), Patrice Martin (winner of 12 nautical skiing titles) and Felicia Ballanger (winner of 10 track cycling titles). Marie-José Pérec remains France's most successful sportswoman at the Olympics (winner of three gold medals).

# 10

## COMPANIES COMMITTED TO SPORT

Major sporting events are an opportunity for French companies to get involved as sponsors. Among the sponsors for the 2023 Rugby World Cup are SNCF, Vivendi, Loxam, GL Events, Orange, TotalEnergies, Capgemini and GMF ([rugbyworldcup.com](http://rugbyworldcup.com)). For the Paris 2024 Olympics, Groupe BPCE, EDF, Orange, Sanofi, Accor, Cisco, Decathlon, FDJ, Le Coq Sportif and PwC have already come forward. (Paris 2024)



**IN 2024 PARIS WILL  
HOST THE OLYMPICS  
FOR THE THIRD TIME**

(OLYMPIC.ORG)



**65 %**  
**OF FRENCH PEOPLE AGED  
15 AND OVER PRACTICED  
AT LEAST ONE PHYSICAL  
ACTIVITY IN 2020**

(INJEP)



**FRANCE**  
**EUROPE'S #1**  
**EXPORTER OF TENNIS  
AND BADMINTON  
RACKETS**



**DECATHLON,**  
**WORLD'S #1 SPORT  
BRAND**

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