

# AN ATTRACTIVE SECTOR IN FRANCE



# 1 FRANCE ATTRACTS GLOBAL LEADERS

Sport's biggest names are investing in France. The American Nike is setting up its flagship store on the Champs-Élysées in the Parisian building that, since 2020, has housed the group's Northern Europe (France, Benelux, Scandinavia) headquarters. The Singapore-based startup 360Sport France is moving its headquarters to Pau (Nouvelle Aquitaine region) to develop its marketplace of online yoga and fitness classes on the European market. (Business France, 2021)

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# 2 UBER EATS SPONSORS LIGUE 1

Since summer 2020, the home meal delivery brand Uber Eats has been the title sponsor of the French football championship for two seasons (2020-2021 and 2021-2022). This has enabled the delivery service to launch its brand platform "It's good to love football" and to set up a promotional system for users of the application. (sportbuzzbusiness)

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# 3 FRANCE: THE WORLD'S #3 SKIING DESTINATION

France is the world's third most popular destination for skiers, with 44.9 million skiing days sold in 2019-2020. Twenty-six percent of the clientele was foreign. More than 120,000 jobs depend on skiing, with ski resorts contributing €2 billion to French commercial exports. Val Thorens (Auvergne-Rhône-Alpes region) was voted "world's best ski resort" for the seventh time. (French Ski Operators Association, 2020).

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# 4 INTERNATIONALLY RENOWNED EVENTS

Every year, major sporting events are organized in France: the Tour de France since 1903, the 24 Hours of Le Mans since 1923, Roland Garros since 1928, the Paris Marathon since 1976, the Vendée Globe since 1989, and the Grand Prix de France Formula 1, held on the Paul Ricard circuit since 2018.

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# 5 FIVE INNOVATIVE STARTUPS SET UP AT LE TREMLIN

Kurage develops neuromuscular control stimulators that facilitate the rehabilitation of athletes. Thanks to its algorithm developed by nutritionists, BeFoo personalizes and delivers food that improves daily well-being and performance. My Sport Market is a responsible marketplace that enables stores to sell unsold stock, which would have otherwise gone to landfill, online.



## MOUNTAIN PLANET TRADE SHOW

For its 2022 edition, which was held from April 26-28 in Grenoble, the Mountain Planet show, aimed at mountain professionals, broke its participation record with nearly 1,000 brands choosing to exhibit. ([mountain-planet.com](http://mountain-planet.com))

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## A WARM WELCOME FOR FOREIGN ATHLETES

In 2021, foreign footballers accounted for 20.8% of players in Ligue 1, France's top football division, while 40.6% of footballers in the women's division were from overseas (CIES). In basketball, the French Basketball Championship, Betclic Elite, had 54.2% foreign players for the 2020-2021 season, the third highest share among the 16 largest basketball leagues in the world. (FIBA)

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## SUCCESS OF WOMEN'S FOOTBALL WORLD CUP IN 2019

The competition proved a success on a number of levels: a record audience with more than one billion viewers (digital platforms included); an all-time high attendance for a women's tournament with more than 1.2 million spectators across the nine host cities; and economic benefits amounting to €284 million for GDP, including €108 million in net value added for France. Hotels, restaurants, transport, sports associations, education, commerce and construction benefited from the €195 million spent in France, including €72 million by 40% of foreign spectators. (FFF; FIFA)

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## GLOBAL TOURNAMENTS IN FRANCE

After hosting the Ryder Cup, the Gay Games, and the European Women's Handball Championship in 2018, along with the Women's World Cup in 2019, France will host the Rugby World Cup in 2023 and the Olympic Games in 2024.

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## PARIS 2024

The 2024 Olympic and Paralympic Summer Games will be held in Paris, with 15,000 athletes and 20,000 journalists expected in France. Some 150,000 jobs are set to be dedicated to the games between 2019 and 2024, with the economic benefits estimated at more than €8 billion for Paris and its region (CED).



**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)



**VAL THORENS VOTED  
“WORLD’S BEST SKI  
RESORT” IN 2020  
FOR THE SEVENTH  
TIME**

(WORLD SKI AWARDS, 2020)



**ECONOMIC IMPACT  
OF THE 2019  
WOMEN’S FOOTBALL  
WORLD CUP:  
€284 MILLION  
FOR GDP**

(FFF; FIFA)

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