**France-Food Products**

The document provides information obtained through secondary research around the country, and food products industry to further enhance the business context

Secondary Research Document

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**History and Culture**

**Economy**

**Market Size**

**Customer Profile**

* Most French people are attracted by online sales, e-commerce, and m-commerce (smartphone use). This practice also applies to the purchase of consumer products (primarily food), through the development of drive and home delivery services in major cities.
* "Made in France" products are gaining importance to 79% of French consumers, who believe they are participating in support of the local economy and perceive domestic products as a guarantee of quality.
* In the food sector despite a fall in prices in the recent years, the quantity of products purchased has decreased whereas quality of purchases has improved (increase in sales of organic products, labelled, vegan, local, fresh, seasonal, highlights of short circuits etc.).
* In 2017 the consumption expenditure of food products in France when compared to the total expenditure is about 13.2%.
* [Regulation 1924/2006](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:012:0003:0018:FR:PDF) sets conditions for the use of nutrition claims such as “low in fat” or “high in vitamin C”, as well as health claims such as “helps lower cholesterol.”
* The [EU’s Audio-visual Media Services Directive](https://ec.europa.eu/digital-single-market/audiovisual-media-services-directive-avmsd) limits U.S. style product placement on television to a maximum of 12-minute/hour.
* TV programs aimed at children are subject to a code of conduct that includes a limit with regards to junk food advertising.

Marketing Opportunities

* Television
  + About 94% of households are equipped with a television set, which is the most effective media when it comes to contribution to the act of purchase.
* Press
  + Less effective than television or radio, written press however contributes to 14% of purchases. Slightly under 2/3 of French citizens read at least one newspaper or magazine a day.
* In Transportation
  + Venues-Besides Street billboards, bus shelters, subway or railway stations, advertising appear more and more on the actual modes of transport themselves, such as personal cars, bus, train, aircrafts.
* Radio
  + Second place after television, radio advertising is the media that proves to be the most efficient to trigger the act of purchase (26% of media contact contribute to the act of purchase). Over 99% of individuals own at least one device that allows them to listen to the radio.
* Web
  + France has more than 50 million internet users. Advertising appears directly on websites; email advertising is growing but tends to get lost in the mass of spam received.  
    M-marketing (advertising by mobile phone) remains limited. Telemarketing has grown, but it is considered as factor that disturbs the tranquillity of the home rather than a service.

**Events effecting Food Products Consumptions**

Study of consumer’s behaviour is important in developing marketing strategy. Consumer behaviour refers to the attitude that the consumer shows during the search, purchase, and consumption of a certain product.

The major factors which affect the decision of the consumers whether to accept or reject a food product in the market:

* Economical determinants such as cost, income, availability
* Social determinants such as culture, family, peers, and meal pattern
* Biological determinants such as hunger, appetite, and taste
* Physical determinants such as access, education, skills (cooking) and time
* Psychological determinants such as mood, stress, and guilt
* Attitudes, beliefs, and knowledge about food

The complexity of food choices is obvious from the list above, which is not exhaustive. Food choice factors also very according to life stage and power of one factor will vary from one individual or group of people to the next. Thus, one type if intervention to modify food choice behaviour will not suit all population groups. Rather, interventions need to be geared towards different groups of the population with consideration to the many factors influencing their decisions on food choice. Consumers have become more dependent on their own preferences by observing sensual attributes of the foodstuffs.