



# **BUSINESS CLIMATE SURVEY FRANCE 2021**

A REPORT FROM TEAM SWEDEN IN FRANCE

## **KEY CONTRIBUTORS TO THIS REPORT**

### **Business Sweden in France**

Annika Stål  
Charlotte Strömbäck  
Sofia Kristensson

### **Swedish Chamber of Commerce in France**

Gïta Paterson  
Katarina Lööf  
Hjalmar Haglund



# FOREWORD

France has historically been an important trade partner for Sweden and this relationship keeps growing. With its 67 million inhabitants, France is the third largest market in Europe, and the seventh largest economy in the world.

France is Sweden's ninth biggest trading partner. 460 Swedish companies are established on the French market, with a total of more than 95,000 employees.

France remains the most attractive country in Europe in terms of Foreign Direct Investments according to EY Barometer 2020. France was the leading European recipient of investments from Sweden with 30 job-creating investments projects\*.

Key findings of the Business Climate Survey of 2021 are that France is considered an important market for Swedish companies and that the trust in the economic recovery is high. There is a regained optimism in industry turnover where 81 per cent of Swedish companies in France plan to maintain or increase local investments. What can be mentioned as well is that the French government has played an important role in supporting companies during the pandemic, where more than 2/3 of the respondents have benefited from support measures related to Covid-19.

The bilateral innovation partnership between Sweden and France, initiated in 2017 to promote innovation and green solutions, is an important foundation that brings our countries, companies, and institutions closer together. By joining forces, we develop products and solutions that address the European and global societal challenges.

This Business Climate Survey in France is part of the global Business Climate Survey initiative by Team Sweden, based upon the partnership created in 2019 between Business Sweden and Swedish Chambers International. Its purpose is to increase the understanding of the French business climate from a Swedish company perspective, the performance of Swedish companies in France and the opportunities and challenges of the French market. In addition, it may serve as a reference in bilateral trade dialogues between Sweden and France.

We would like to extend our most sincere gratitude to the participating companies and partners who have contributed to this report and remain at your disposal to support the Swedish-French business development on the road to recovery!

\*Source Business France



**H.E Håkan Åkesson**  
Ambassador of Sweden  
to France



**Annika Stål**  
Trade & Invest  
Commissioner France,  
Business Sweden



**Gita Paterson**  
President, Swedish  
Chamber of Commerce  
in France

# EXECUTIVE SUMMARY

## Economic outlook

**81%** of the respondents declared that their investment plans remain unchanged or should be increased in the coming year

## Economic outlook

**93%** of the newcomers indicated increased investment plans for the French market

## Economic outlook

**75%** of the respondents expected their industry's turnover to increase in the coming 12 months

## Survey participation

**111** respondents contributed to the survey out of **316** contacted companies



## Current profitability

**65%** of respondents have reported profitability in the past 12 months



## Business Climate

A large majority (**85%**) of the responding Swedish companies perceived the French Business Climate as neutral or good/very good

## Swedish Brand

**85%** of the participating companies considered that the Swedish brand contributes positively to their business

## Advantages of the French market

Physical infrastructure  
Personal safety  
Access to suppliers



## Challenges of the French market:

Corporate taxation  
Labour market regulations  
Work culture/mindset



## Covid-19 Government Support Measures

**67%** of the companies benefited from government support measures

## Success factors in France

Sales competence  
Collaboration with customers  
Product development  
Cost efficiency



## Sustainability

**72%** of the respondents believed that customers consider environmental aspects in their purchasing decisions

# ABOUT THE SURVEY

## A Team Sweden collaboration

The Business Climate Survey is a Team Sweden project based upon a partnership created by Business Sweden and Swedish Chambers International in 2019. The survey is conducted among Swedish companies in 22 countries globally and is an important tool to map opportunities and challenges that Swedish companies face when doing business abroad. Since 2020, the survey is organised on a yearly basis to track and analyse market conditions and the performance of Swedish companies abroad. This report will present the results from the French market.

By providing key facts on the French economic outlook as well as valuable insights on Swedish companies and their success factors in the French market, Team Sweden hope to assist institutions, investors and other relevant stakeholders to support the development of Swedish investments and business activities in France.

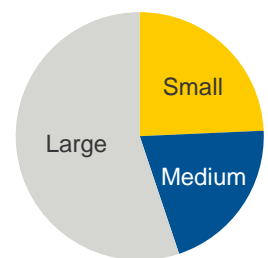
This year, the survey was sent out to a select sample of 316 local executives representing Swedish companies in France, 111 of which provided answers. This sample size is sufficient to represent Swedish companies in France.

The report is divided into the following sections: Economic outlook, The market, How Swedish companies succeed in France, and Acting sustainably.

The answers were collected between March 17 and April 26, 2021. Some interviews were conducted later with selected companies to gain a deeper understanding of the factors behind their survey responses.

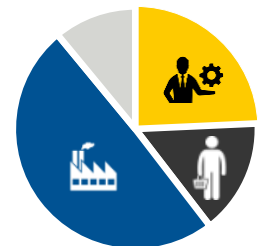
Around 55 per cent of the survey respondents represented are large companies, 20 per cent medium-sized companies and 24 per cent small companies. 50 per cent of the respondents are from the industrial sector, 24 per cent from the professional services sector and 15 per cent from the consumer product sector. The majority (60 per cent) of the participants are mature companies having operated in France for more than twenty years. 13 per cent are newcomers with only a few years of experience from the French market.

### SIZE OF COMPANIES



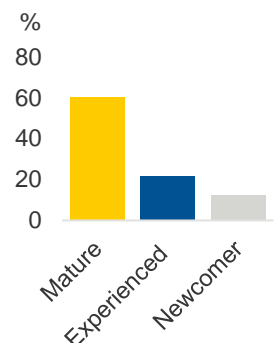
NOTE: Global employees.  
Large >1000. Medium 250-1000.  
Small 0-249.

### MAIN INDUSTRY



NOTE: Professional services (24%),  
Consumer (15%), Industrial (50%),  
and Other (11%).

### AGE OF COMPANIES



NOTE: Mature (>20 years), Experienced (10-20 years),  
Newcomer (<10 years).

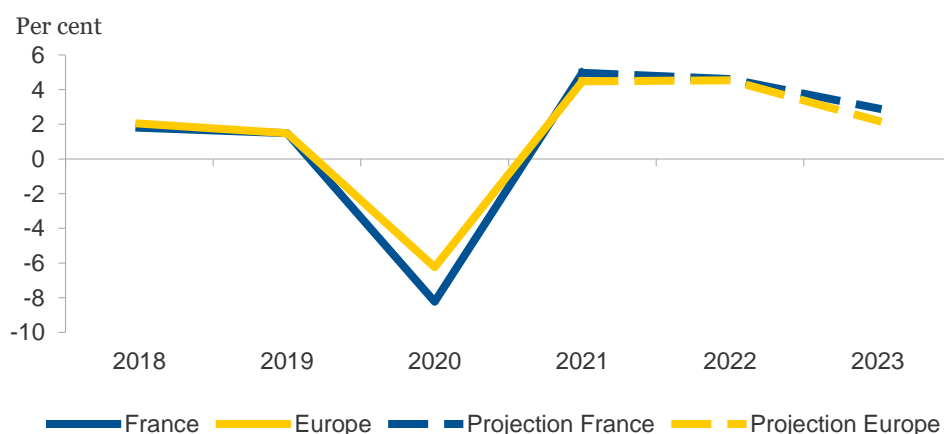
# ECONOMIC OUTLOOK

## The French economy is recovering, expecting pre-Covid-19 levels by the end of 2021

The Covid-19 pandemic has had a significant impact on the French economy. In 2020, France saw its GDP decline by 8.2%, a historic drop for France and sharper than the European average at -6.2%. However, the forecasts indicate that the French GDP will grow by 2% in 2021, compared to the European average of 4.8%. French GDP is expected to return to the pre-Covid-19 level at the end of 2021. Thereafter, the recovery effects are expected to level off and French GDP is not expected to return to the same growth trend as before the pandemic until 2025\*.

\*Source European Commission

### PROJECTED GDP GROWTH IN FRANCE



NOTE: Constant prices.  
SOURCE: Oxford Economics 2021-03-31

In order to regain strength after the pandemic, the French government has deployed a recovery plan "France Relance" of 100 billion EUR over a two-year period (2020-2022). It covers three main axes: Ecology: 30 billion EUR to finance the ecological transition in all its forms. Competitiveness: 34 billion EUR to strengthen the competitiveness of businesses. Cohesion: 36 billion EUR to the preservation and development of skills, as well as to social and regional cohesion.

In addition, a series of structural reforms have been taken since the election of Emmanuel Macron as president in May 2017 to improve competitiveness and boost economic growth. For example, the corporate tax rate was reduced to 26.5 per cent in 2021 for companies with a turnover of less than 250 million EUR and to 27.5 per cent for companies with a turnover of more than 250 million EUR. In 2022, the reduction will continue and finally be stabilised at 25 per cent. No substantial reforms are expected before the presidential election in 2022.

In a context of a sharp decline in investments and where uncertainty has been weighing heavily on the global economy, France, Europe's leading destination for foreign investments in 2019 and 2020, has shown proof of resilience. Despite the crisis, the country attracted 1,215\* new foreign investment decisions in 2020 (-17 per cent) which is a smaller decrease than the European average (-19 per cent) and significantly lower than the worldwide average (-33 per cent). In fact, the creation of 34,567 new jobs generated by foreign investment in France proved to be the second best year in the last decade.

\*Source Business France

**France Relance is a real flagship that demonstrates the willingness of the French government to attract foreign investments, facilitate implementations and extensions**

Chakib Kara, Managing Director

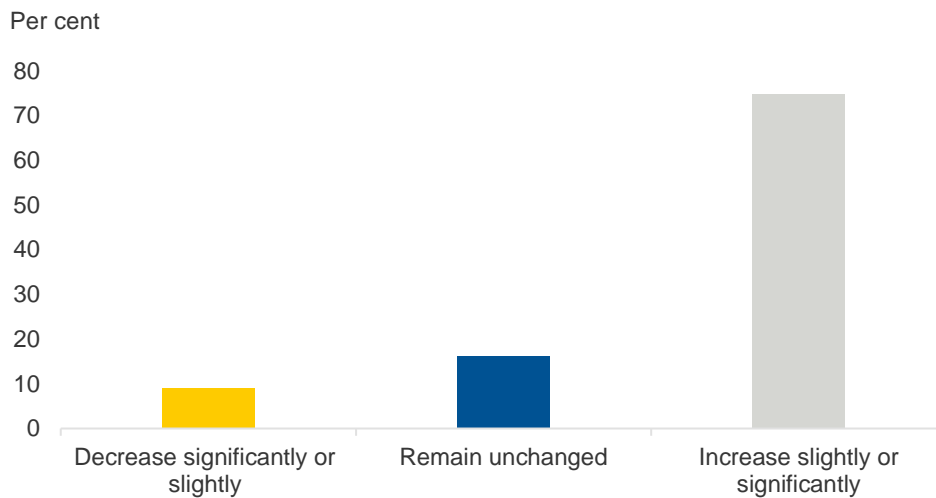
Tetra Pak France & Benelux

## **More than half of the Swedish companies in France look back on a profitable year 2020, despite the pandemic**

A majority of respondents in our survey, 65 per cent, reported a profitable financial performance in 2020 despite the pandemic. 13 per cent declared a loss. This is to compare with 2019, when 78 per cent of the companies reported a profitable financial performance and only four per cent declared a loss. Company size and market experience do not seem to have a significant impact on the results.



## HOW WOULD YOU DESCRIBE YOUR COMPANY'S FINANCIAL PERFORMANCE IN FRANCE IN 2020?



NOTE: The number of respondents for this question was 111. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in France 2021.

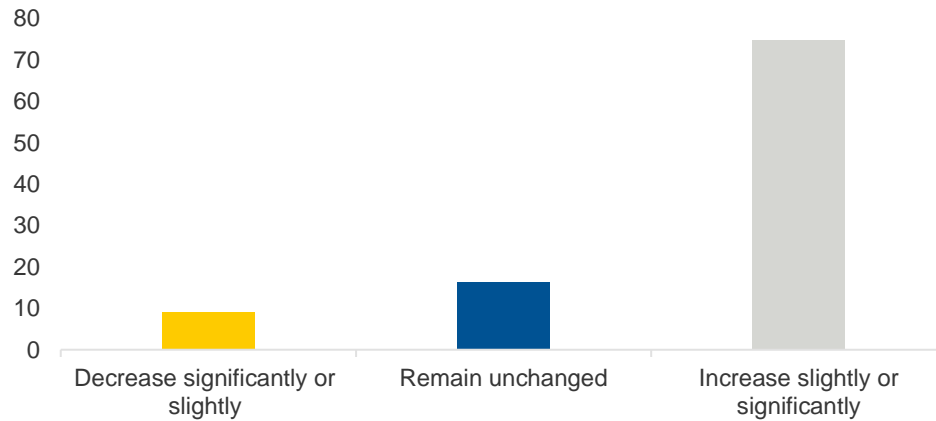
As regards to the financial predictions for the upcoming 12 months, the vast majority of the companies in our sample expect that the turnover in their industry is going to increase. 75 per cent of the respondents expect that the turnover will increase either significantly or slightly, while only nine per cent expect a decrease. This is a notable difference as compared to last year's previsions. At the same time in 2020, 55 per cent of the respondents expected that the industry turnover would decrease either significantly or slightly.

The positive outlook is not dependent on the companies' size nor market experience. It is, however, particularly strong among companies in retail and wholesale. This sector, that was harshly affected by the lockdowns during 2020 and the beginning of 2021, now seem to believe in an economic recovery.

**COMPARED TO THE DEVELOPMENT IN THE PAST 12 MONTHS, WHAT ARE YOUR EXPECTATIONS FOR THE COMING 12 MONTHS FOR YOUR INDUSTRY IN FRANCE REGARDING TURNOVER?**

TURNOVER WILL...

Per cent



NOTE: The number of respondents for this question was 111. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in France 2021.



After the new reforms on corporate taxation, there is more confidence among foreign firms when it comes to investing in France

Thierry Cros,  
Managing Director  
SECO Tools France

## 81% of Swedish companies in France plan to maintain or increase investment plans

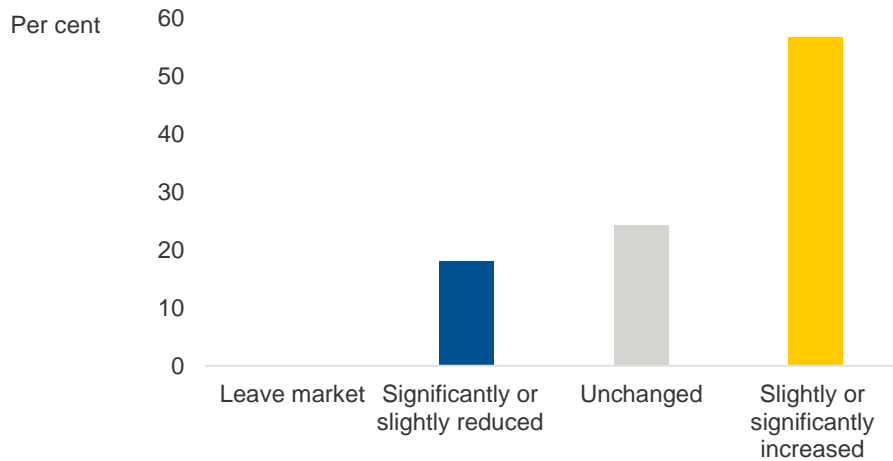
Despite the effects of the Covid-19 crisis, a vast majority (81 per cent) of Swedish businesses established in France are planning to maintain or increase their investments in France. None of the companies in our sample are planning to leave the market.

This positive attitude towards new investments is shared by all company sizes no matter the market experience. However, the results indicate that newcomers and middle-sized companies are particularly keen on increasing investments.

Last year, we noted that companies active in the consumer market planned to reduce their investment plans, understandably due to the effects of the pandemic. This trend is today inversed as this business segment is among those who are most keen on increasing investments in the next 12 months. We do not see indications that any business segment, in particular, is planning to reduce their investment plans.

#### WHAT ARE YOUR COMPANY'S INVESTMENT PLANS FOR THE COMING 12 MONTHS IN FRANCE, COMPARED TO THE PAST 12 MONTHS?

INVESTMENTS WILL BE...



NOTE: The number of respondents for this question was 111. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in France 2021.

# THE MARKET

## Continued steady presence of Swedish companies in France

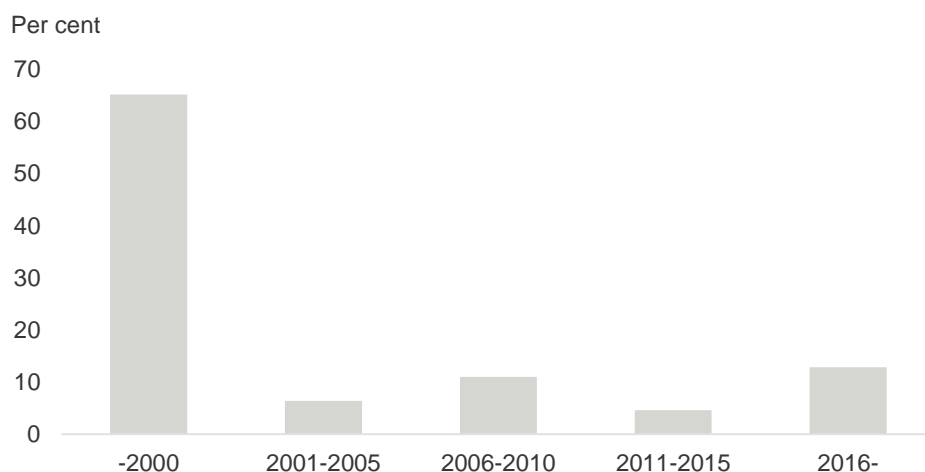
With its 67 million inhabitants, France is the third largest market in Europe, and the seventh largest economy in the world. France has the highest number of large companies in Europe, with 31 companies on the Global Forbes 500 list. The country's large share of highly skilled workers, its highly developed infrastructure and favourable investment climate, are factors considered particularly attractive by foreign investors. France is home to Europe's largest aviation and nuclear industries but as the industry is highly diversified opportunities for Swedish companies are found in most sectors.

France is Sweden's ninth biggest trading partner, both in terms of import and export. In 2020, Swedish exports to France accounted for a bit over 58 billion SEK, a 5.1% decrease as compared to 62 billion SEK in 2019\*.

The vast majority of Swedish companies in France have been active on the market since the last century. The past 20 years have shown a steady inflow of new-coming Swedish companies, with a slight decrease in the years between 2011-2015. The majority of companies that have been active in France since before 2000 are large actors in the industrial sector, but since 2016, there has also been a bigger inflow of both medium- and small-sized actors in the professional services and consumer goods sectors.

\*Source Statistics Sweden, SCB

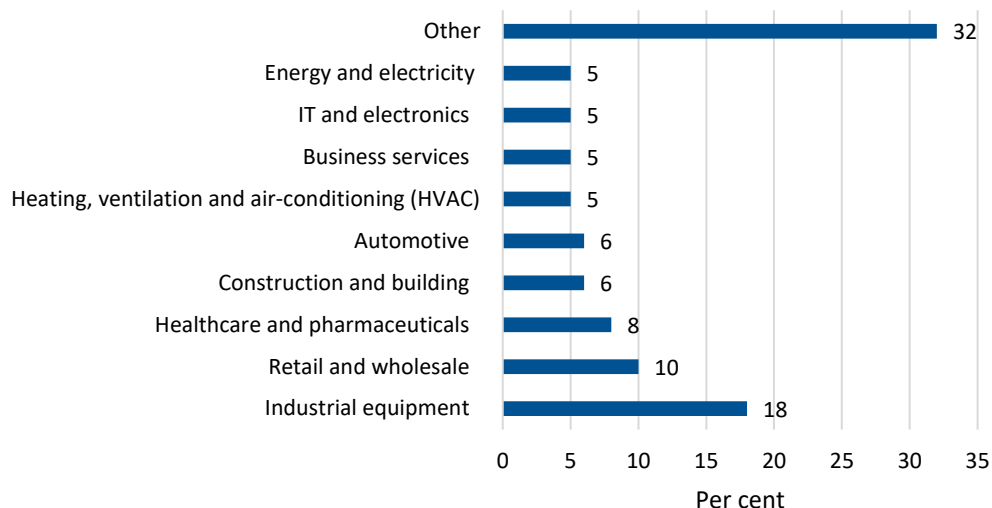
### IN WHAT YEAR DID YOUR COMPANY ESTABLISH OPERATIONS IN FRANCE?



NOTE: The number of respondents for this question was 109. "Don't know/Not applicable" responses are included but not shown in figure.  
SOURCE: Business Climate Survey for Swedish Companies in France 2021.

Swedish companies in France are active across a wide range of industries, with the largest share operating within Industrial Equipment, Retail and Wholesale, Healthcare and Pharmaceuticals, Construction and Building as well as Automotive. Mature companies are the most representative group in the categories Industrial Equipment and Automotive, while new companies usually are operating within Retail and Wholesale, Business Services, and Energy and Electricity.

#### WHAT IS YOUR COMPANY'S MAIN INDUSTRY IN FRANCE?



NOTE: The number of respondents for this question was 111. "Don't know/Not applicable" responses are included but not shown in figure.

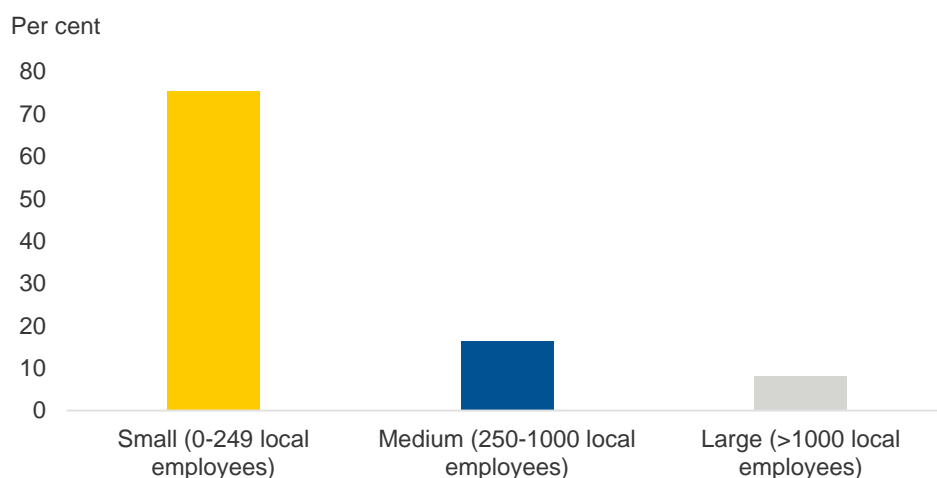
SOURCE: Business Climate Survey for Swedish Companies in France 2021.

The majority of the Swedish companies that participated in the survey employ between 0-249 local employees. Companies having a local workforce of more than 1,000 employees represent eight per cent, a slight three per cent decrease as compared to the survey in 2020. 16 per cent of the companies in our sample have between 250 and 1,000 local employees. In the larger French enterprise landscape, 96 per cent of companies had less than 10 employees by 2018\*.

If we evaluate the results based on our sample's firm size, we can see that 16 per cent of the large companies in our sample also employ more than 1,000 people on the local market. Nine per cent of our medium-sized companies have more than 250 employees in France, while they mostly operate smaller businesses in France with less than 249 local employees. Small-sized Swedish companies in France present similar tendencies, where 96 per cent have a local workforce of less than 249 employees.

\*Source INSEE

## SWEDISH FIRMS' LOCAL NUMBER OF EMPLOYEES IN FRANCE IN 2021



NOTE: The number of respondents for this question was 110. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in France 2021.

## Swedish companies express regained confidence in the French business climate



The Business Climate Survey 2021 suggests a rather positive outlook on the business climate in France. In spite of some sanitary restrictions still active when the survey took place, 50 per cent of the Swedish companies were neutral in their perception to the business climate in France while 36 per cent had a good/very good perception. Less than 14 per cent perceive it to be poor or very poor, notably lower as compared to 45 per cent in the 2020 survey.

This positive trend can also be noted in the French Business climate indicator published by the French statistic institution INSEE. The edition of June 2021 noted that France has recovered since the low ratings in 2020, rating even higher than the pre-Covid-19 levels of February 2020.

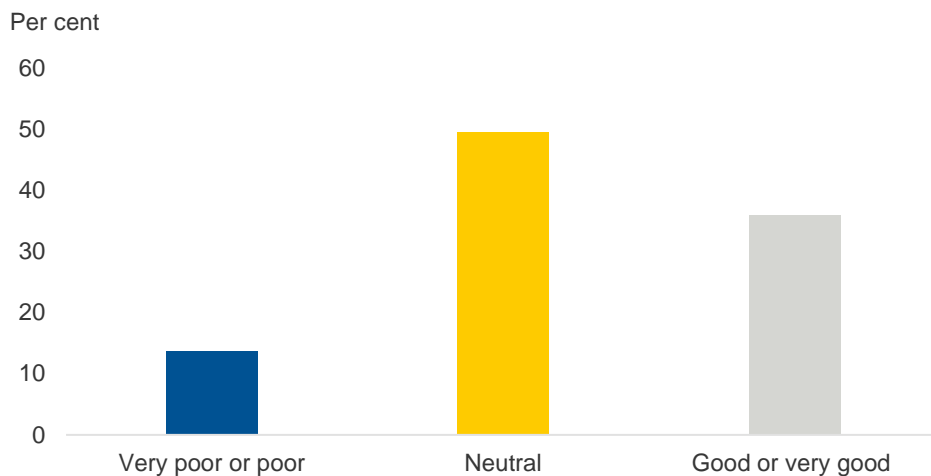
The positive and neutral perceptions in our survey are comparable across industry sectors, while companies in Professional Services and the Consumer Market sector express a higher percentage of discontent. 21 per cent of the Professional Services and 19 per cent for the Consumer Market, compared to 10 per cent for Industrial companies. Breaking down the responses by size, only 20 per cent of small companies found it good or very good, as compared to 45 per cent for medium sized companies and 41 per cent for large companies.

Factors such as the governmental support during the Covid-19 pandemic, the access to qualified labor and future developments in the infrastructure are generally considered to have a positive impact on the overall business climate in France according to the companies in our sample.

As a Swedish or European company in France, the business climate is positive. There is an investment spirit, willingness to take risks, and to be attractive to prospects

Viktor Arvidsson,  
Managing Director  
Innovation and Strategy  
Ericsson France

## HOW DO YOU PERCEIVE THE CURRENT BUSINESS CLIMATE IN FRANCE?



NOTE: The number of respondents for this question was 103. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in France 2021.



**As a player in the healthcare system, we would rate the French business climate as good or very good. There is funding to the regions to modernise the health care, and specific funding to healthcare digitalisation and the interoperability of digital tools**

Patricia Chesnais, Managing Director

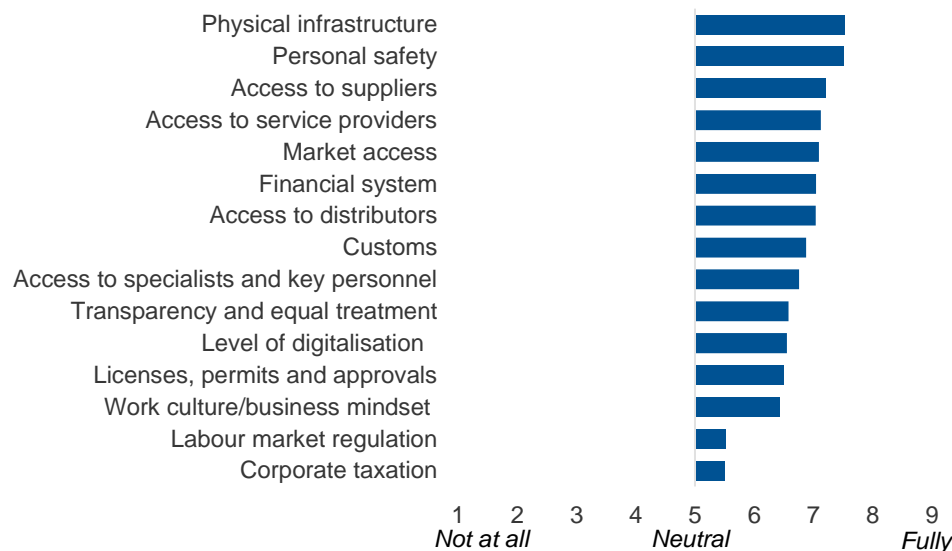
Getinge France

## Swedish companies are continuously satisfied with the overall local business environment

There are various factors that determine whether a business environment is conducive to success. We asked Swedish companies to evaluate to what degree selected market conditions meet their needs in France. On average, respondents gave the highest score to physical infrastructure, followed by personal safety, and the access to suppliers. Companies did not indicate facing barriers in access to the market, nor its actors such as distributors, suppliers, and service providers. The lowest rated scores were given to the French corporate taxation, labor market regulation, work culture/business mindset and licenses, permits and approvals. These categories received the lowest ratings by smaller companies, as well as those belonging to the consumer- and industrial sectors.

As compared to Sweden's corporate taxation of 20.6 per cent, the higher French rate has commonly been reviewed as negative and less supportive when considering the needs of the participating Swedish companies in France. However, as noted in the economic outlook, France has begun to reduce their corporate tax rates since 2018. Out of the different market conditions, labor market regulations were given the lowest score in terms of fulfilling the needs of the new-coming companies that established their business after 2016.

**HOW WELL DO THE FOLLOWING CONDITIONS MEET THE NEEDS OF YOUR COMPANY IN FRANCE?**



SOURCE: Business Climate Survey for Swedish Companies in France 2021.

When questioned on the major challenges for their business in France, the respondents answered that factors such as uncertainty due to Covid-19, tax legislation, labor regulations and administrative complexity are particularly challenging for their business in France. Factors such as bank relations and the consequences of Brexit are not considered challenging by the Swedish companies that operate in France while there seems to be lesser consensus on factors such as payment delays and compliance requirements.



The work culture and mindset in the survey might have been an expression of the complexity of bureaucratic processes in France

Chakib Kara,  
Managing Director  
Tetra Pak France & Benelux

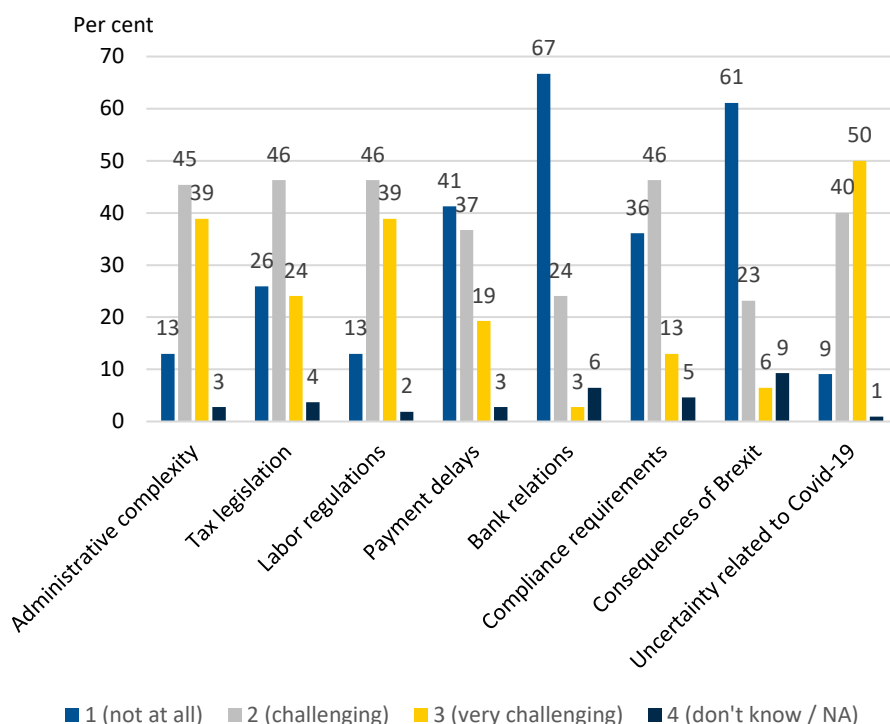


One important success factor in France for a Swedish company is to understand the specificities of the French system, way of working, culture, and organisation of the society

Viktor Arvidsson, Head of Public Affair  
Ericsson France



## WHAT FACTORS DO YOU CONSIDER PARTICULARLY CHALLENGING FOR YOUR BUSINESS IN FRANCE TODAY?



SOURCE: Business Climate Survey for Swedish Companies in France 2021.

In the survey of 2020, the respondents were asked to estimate the present and future impact of the Covid-19 crisis on their company sales and on their ability to produce goods and services. This year, we asked whether Swedish companies received public support measures in France during the Covid-19 pandemic and what aid they were able to benefit from. 62.7 per cent of the companies received aid in terms of technical/partial unemployment benefits, 8.2 per cent received help in form of a State guaranteed loan (PGE), 3.6 per cent received aid from the French solidarity fund and 32.7 per cent of the respondents did not benefit from any public support. 5.5 per cent of the respondents received other public support, for example, aid from the French recovery plan “*Plan de Relance*”, investment funding in the form of AMI capacity building, recycling aid, from the National employment fund (Fonds national de l'emploi), as well as other subsidies for Anti-Covid-19 expenditures.



The French administrative burden does not really support agility for companies, especially in fast-moving environments or when facing crisis

Patricia Chesnais,  
Managing Director  
Getinge France

**DURING THE COVID-19 CRISIS, HOW DID/DO YOUR COMPANY BENEFIT FROM THE PUBLIC SUPPORT MEASURES IN FRANCE?**

Temporary layoffs

62.7% of the respondents received temporary or technical unemployment benefits

State guaranteed loans

8.2% of the respondents benefitted from the French PGE loans

Solidarity fund

3.6% of the respondents were helped by the French solidarity fund

Did not receive public support

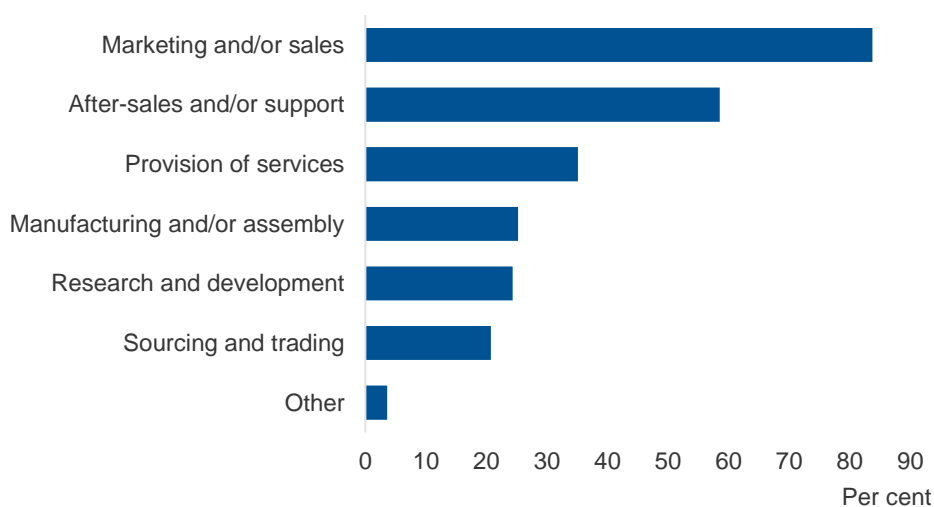
32.7% of the respondents stated that they did not receive public support

# HOW SWEDISH COMPANIES SUCCEED IN FRANCE

## Local operations focus mainly on sales and marketing activities

When asked to describe what kind of operations the companies are involved in on the French market, a large majority (84 per cent) indicated sales and marketing activities. 25 per cent of the companies in our sample have manufacturing or assembling activities in France and 24 per cent perform R&D activities. We note that small entities tend to focus particularly on Marketing and Sales while larger companies are rather present on a larger spectrum of operations.

### OPERATIONS OF SWEDISH FIRMS IN THE MARKET



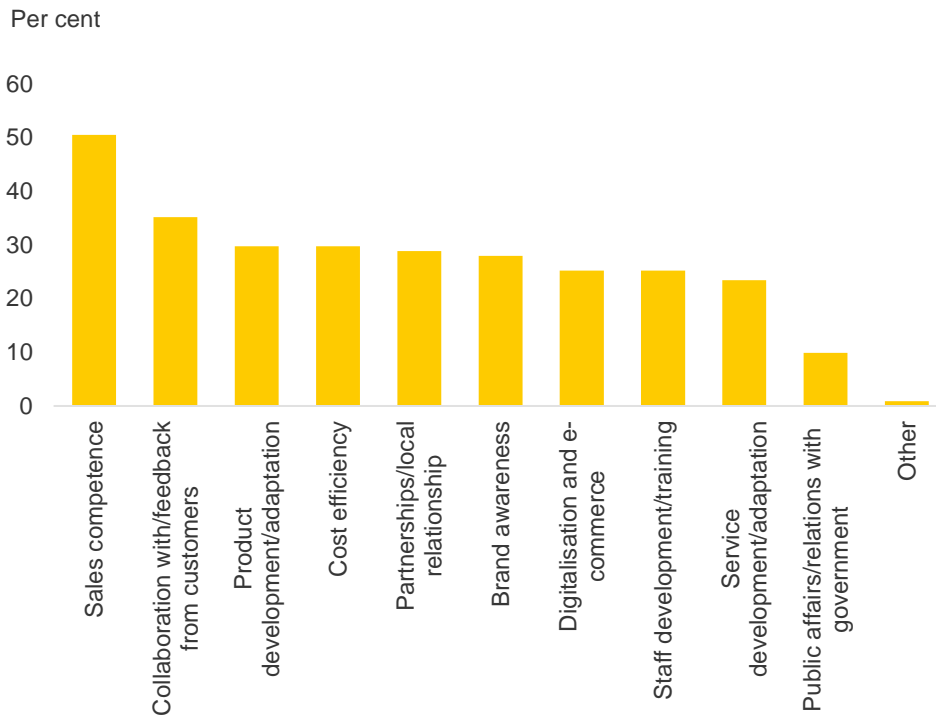
NOTE: "Don't know/Not applicable" responses are included but not shown in figure.  
SOURCE: Business Climate Survey for Swedish Companies in France 2021.

## Competitiveness driven by sales competence

Several factors contribute to the strengthening of Swedish competitiveness in the French market. In line with our previous finding that a large majority of Swedish companies engage in marketing and/or sales operations in France, sales competence is ranked as the most important factor in maintaining competitiveness. Other areas considered important are: collaboration with/feedback from customers, staff development/training, cost efficiency, partnerships/local relationships, and product development/adaptation.

Partnerships and local relationships tend to be considered more important by small companies while collaborations and feedback from customers tend to be more important for large companies. Sales competence is considered as a factor for a competitive edge, both for small and large companies. Brand awareness is generally more important for players in the consumer market than for industrial companies for whom product development appears as one of the most important areas.

**TO DATE, WHICH OF THE FOLLOWING AREAS HAVE BEEN IMPORTANT IN MAINTAINING COMPETITIVENESS IN FRANCE?**



NOTE: Don't know/Not applicable\* responses are included but not shown in figure.  
 SOURCE: Business Climate Survey for Swedish Companies in France 2021.



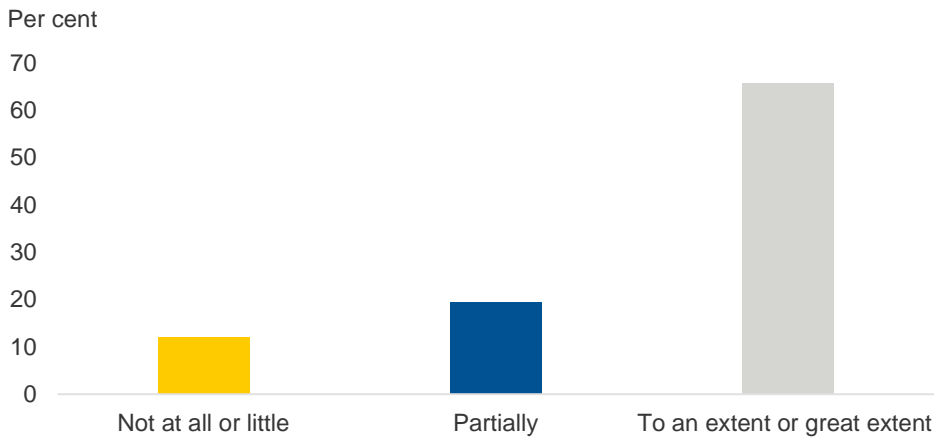
France is a country with high technical competence. To succeed you need to focus on competences and sales and support in technical competence for your product

Viktor Arvidsson, Head of Public Affairs, Innovation and Strategy  
 Ericsson France

## The Swedish identity brings legitimacy to business activities

The French has a very positive view of Sweden and strongly associate the country with high quality in terms of services, management, goods, technical know-how, innovation and sustainability. Sweden's reputation in France has been largely stable for a long time and it goes hand in hand with the overall high degree of trust placed in the Nordic countries. The survey distinctly confirms this as it is expressed that the brand image of Sweden contributes to Swedish businesses in France. 85 per cent of the participating companies consider that the Swedish brand contributes positively to their businesses. No large differences are noted across industrial sectors.

**TO WHAT EXTENT WOULD YOU ESTIMATE THAT THE “SWEDISH BRAND” CONTRIBUTES TO YOUR BUSINESS IN FRANCE?**



NOTE: The number of respondents for this question was 108. “Don’t know/Not applicable” responses are included but not shown in figure.  
 SOURCE: Business Climate Survey for Swedish Companies in France 2021.



The Swedish brand means quality and ethics, and this contributes to our reputation

Patricia Chesnais,  
 Managing Director  
 Getinge France



We use our Swedish-ness and explain that we are a Swedish company. The topic of sustainability comes up more and more in the discussions with our customers. We frequently refer to Sweden as our home country. When French people think about Sweden, they think of sustainability

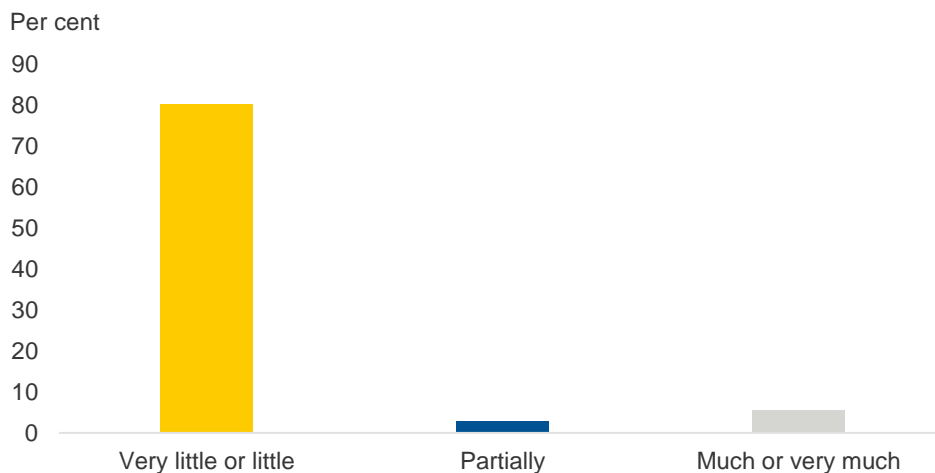
Viktor Arvidsson, Head of Public Affair  
 Ericsson France

# ACTING SUSTAINABLY

## Swedish companies are not concerned about corruption affecting their businesses in France

Sustainable business practices include sustainable corporate governance. Healthy corporate governance is affected by the prevailing business environment of a given country. When asked whether corruption affects business practices in France, the large majority does not seem to be affected. 80 per cent of the Swedish companies in our sample reported that corruption in France affects their business only to a very little or little extent. This result holds true across company sizes and industries. Only five per cent of the companies reported that corruption had a higher effect on their business in France, which could only be noted in the consumer- and industrial sectors. Experienced companies and newcomers also rated this question “much or very much” more frequently than the mature firms that have been in France since before the 2000s. Company size had little effect on the results.

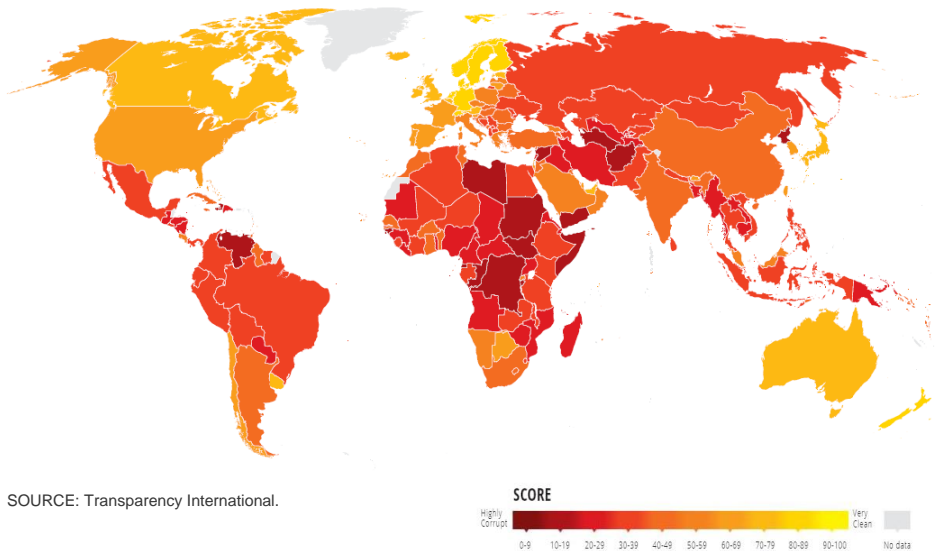
### TO WHAT EXTENT DO YOU PERCEIVE THAT CORRUPTION IN FRANCE AFFECTS YOUR BUSINESS?



NOTE: The number of respondents for this question was 111. “Don’t know/Not applicable” responses are included but not shown in figure.  
SOURCE: Business Climate Survey for Swedish Companies in France 2021.

The global Corruption Perception Index (CPI) mirrors this finding. The Nordic economies stand out as leaders, with Denmark, Finland, Sweden, Norway and Iceland taking five of the top 17 places. In 2020, France ranked 23<sup>rd</sup> out of 180 in the global comparison.

### CORRUPTION PERCEPTION INDEX 2020

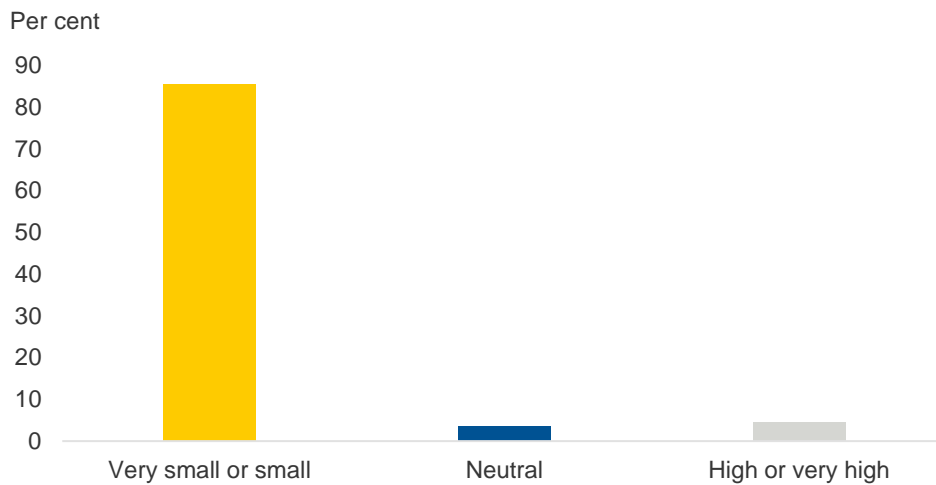


## Continued small perceived risk of human rights violations

France enjoys a good reputation for upholding human rights. Among the respondent companies, 86 per cent reported a very small or small risk of encountering violations against human- and labor rights when conducting business in France. Four per cent of the respondents ranked the risk as neutral, and another five per cent ranked the risk as high or very high, a small three per cent increase as compared to 2020.

Breaking down responses by industry, however, we find that seven per cent of professional services companies rank the risk of encountering human rights violations as neutral, while six per cent of consumer goods companies rank it as high or very high. In 2020, the Consumer Goods industry had a more neutral perception of the risk of human rights violations. When filtering by company size, we find that nine per cent of medium-sized companies ranked it as high. 92 per cent of large companies has responded very small or small risk.

## HOW DO YOU PERCEIVE THE RISK OF ENCOUNTERING HUMAN RIGHTS VIOLATIONS AND/OR LABOUR RIGHTS ABUSES WHEN CONDUCTING BUSINESS IN FRANCE?



NOTE: The number of respondents for this question was 111. Don't know/Not applicable" responses are included but not shown in figure.

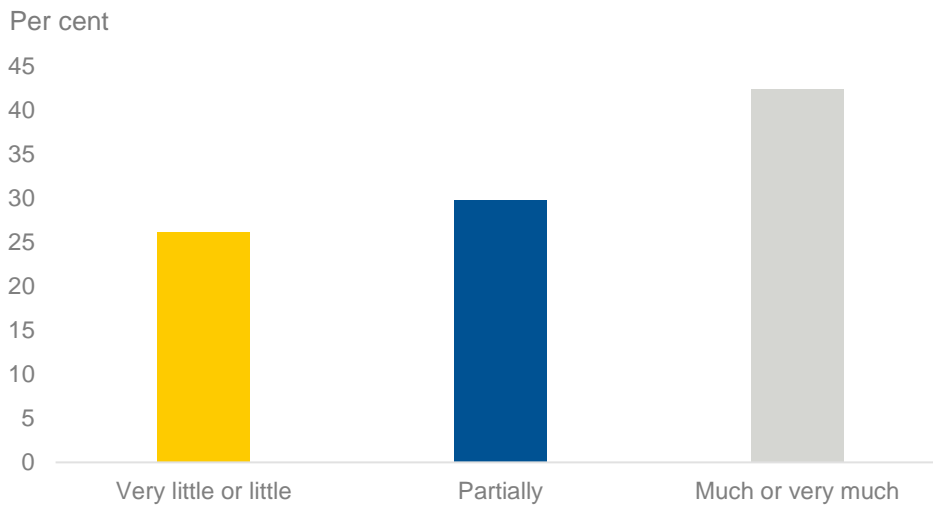
SOURCE: Business Climate Survey for Swedish Companies in France 2021.

## French customers purchasing decisions are oriented by environmental aspects

Swedish companies operating in France find that their customer base is driven by sustainability concerns. 72 per cent of the respondents reported that their customers consider environmental aspects of a product or service in their purchasing decision. 42 per cent consider it much or very much, a six per cent increase as compared to the respondents of the survey in 2020. This perception is particularly true for the consumer goods sector where 82 per cent of the respondents reported that their customers consider these aspects much or very much, a notable 28 per cent increase when comparing to 2020. 26 per cent of the companies in our sample indicated that environmental sustainability concerns play a little or a very little role in their customers' purchasing decisions. This share is higher for experienced and mature companies, where 30 per cent respectively 33 per cent reported that environmental aspects play a little or a very little role.



**IN YOUR VIEW, TO WHAT EXTENT DO CUSTOMERS IN YOUR INDUSTRY IN FRANCE CONSIDER ENVIRONMENTAL ASPECTS OF A PRODUCT OR SERVICE IN THEIR PURCHASING DECISION?**



NOTE: The number of respondents for this question was 111. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in France 2021.



**Our customers start to consider environmental issues. We are seeing much more tenders requesting to list environmental measures within our own activity as a service and sales unit, as well as information about how our products and manufacturing are sustainable**

Patricia Chesnais, Managing Director

Getinge France



# Team Sweden

