

Denmark

There were 74 Danish investment decisions in France in 2024 that created 1,146 jobs. Compared with 2023, Denmark recorded a 48% increase in the number of projects, with 2024 being the best year for projects since records began.

74
projects in 2024

1,146
jobs created

+48%
increase in projects

4 in 5 projects were in retail outlets

Number of projects and jobs by investment type

Projects	Investment type	Jobs
67	Creation	1,034
7	Expansion	112

Top 3 business activities

Retail outlets (60 projects)
Decision-making centers (6 projects)
Manufacturing (5 projects)

They chose France in 2024

Coloplast: Home to Coloplast's urology operations for the last 130 years, the Sarlat-la-Canéda site (Nouvelle Aquitaine region) brings together the departments necessary for the development and manufacture of new medical devices to treat urological diseases. It's a center of excellence recognized throughout the world for the quality of the products developed.

The group recently invested in the Sarlat site, positioning Coloplast as a competitive player that will provide high-performance products, while limiting the carbon footprint related to transport. This investment also enables the promotion of jobs and skills in the heart of the Périgord Noir area.

With this technological breakthrough, Coloplast will be able to commit to a process of global rationalization of these manufacturing flows by extending this modular automation approach to other products. The firm is also carrying out numerous projects, such as the replacement of plastics with bio-sourced materials, the digitization of instruction guides and the reduction of packaging.

Loretta: Following research carried out at the famous Technological University of Denmark, this Franco-Danish startup has chosen to base itself in Chartres (Centre-Val de Loire) to expand its activities with clients in cosmetics and dermatology. By establishing itself in the heart of the Cosmetic Valley, the firm aims to deploy its brand-new biometric analysis technologies. They plan to create ten jobs in the next three years.

Selfback: This Danish firm is developing a digital therapy for the treatment of lower back pain. It has decided to establish itself in Paris (Ile de France region) to support its development in France, which includes conducting an additional clinical study to apply for permanent re-imbursement through the PECAN scheme and marketing its solution. Selfback relies on local research and plans to recruit up to 10 people over the next three years. The firm's class I digital medical device for the self-management of lower back pain addresses this major public health issue, which is one of the most common causes of decreased physical activity, work absences and professional incapacity.

Danish investments in France

The FDI stock¹ of businesses from Denmark in France is around €5.2 billion, making Denmark the 17th country with the largest FDI stock in France.

There were 74 new Danish investment decisions recorded in France in 2024, some 4% of the overall total, creating or maintaining 1,146 jobs, some 3% of the total. Denmark saw its number of projects increase by 48% compared with 2023, holding the record for the highest number of projects decided in one year.

This increase can be explained in particular by the 66% increase in the number of projects related to retail outlets. The latter accounted for 81% of Danish projects in 2024, compared with 72% in 2023. Nearly three-quarters of jobs were related to these projects. Danish businesses

also invested in decision-making center projects (8%) and production/manufacturing (7%).

In line with the number of projects in retail outlets, 70% of investments were in the wholesale and retail sector, as well as 74% of jobs. Denmark was therefore the third largest country in terms of the number of projects and jobs in this sector, with 16% and 17%, respectively, of the total announced in the wholesale and retail sector. To another extent, Danish businesses also invested in the household goods sector (9% of projects), where Denmark was also the leading country in terms of projects in this sector (23% of all projects in the sector).

The projects were spread across the 12 French continental regions, with 18% in Ile de France (Paris region), 15% in Hauts de France and 15% in Auvergne-Rhône-Alpes.

¹ Source: Banque de France, 2024; FDI stock in France (ultimate investor) as of December 31, 2023.

Breakdown of projects by business activity

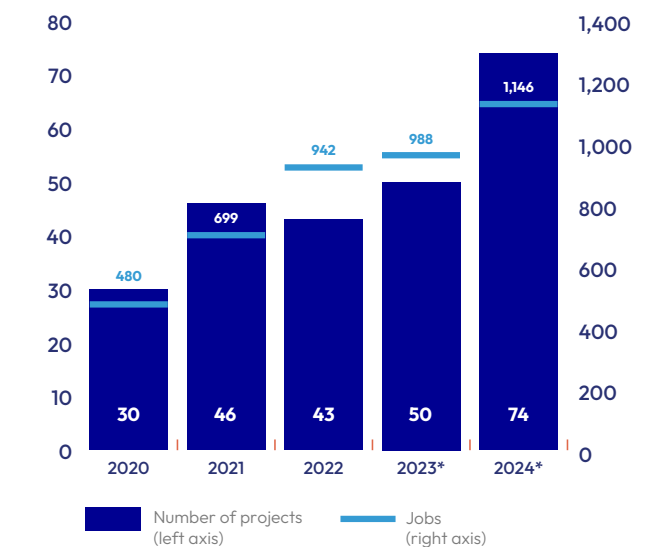
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	55	8%	5%
Logistics	2	110	3%	10%
Retail outlets	60	884	81%	77%
Production/Manufacturing	5	92	7%	8%
Consumer services	1	5	1%	0.4%
Total	74	1,146	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Wholesale and retail	52	847	70%	74%
Household goods	7	38	9%	3%
Medical equipment and devices	4	44	5%	4%
Transport, storage	3	115	4%	10%
Building, construction	2	46	3%	4%

Source: Business France, Annual Report 2024

Change in projects and jobs since 2020



* Recording of safeguarding and technology partnership projects

Top 3 host regions in 2024

Ile de France (Paris region) 13 projects
Hauts de France 11 projects
Auvergne-Rhône-Alpes 11 projects