

Sweden

In 2024, there were 43 new job-creating investment decisions by Swedish businesses in France, including 36 that created 851 jobs. Project numbers were up +59% versus 2023, recording their highest level since 2017, while job projections were also up +38%.

43

projects in 2024, including 36 that were job-creating

851

jobs created

+59%

of projects

1 in 3 jobs in manufacturing

Number of projects and jobs by investment type

Projects	Investment type	Jobs
12	Creation	506
24	Expansion	345

+ 7 safeguarding and technology partnership projects

They chose France in 2024

Essity: A global leader in hygiene and healthcare solutions, Essity has six industrial sites in France, including one based in Gien (Centre-Val de Loire). The Essity site in Gien specializes in the manufacture of paper hygiene products, such as toilet paper, paper towels and tissues, under the Lotus and Okay brands. Continuous innovation and investment in production tools that are both efficient and respectful of the environment are two major axes of the site's development. The group has invested €125 million over the last five years to increase the site's production capacity and reduce its environmental footprint by following its aim of reaching net zero by 2050. To support its growth, the site, which now has 570 employees, has welcomed 300 new employees in the last five years.

Cruncho Events: Established in Stockholm in 2015, Cruncho Events offers two innovative solutions: an event calendar management system and a personalized city guide, designed for local authorities, tourism offices and regional press. Winner of a project call by Atout France and the Ministry of Tourism for the Paris 2024 Olympic and Paralympic Games, Cruncho helps reduce tourist congestion by promoting an equitable flow distribution and sustainable practices. With the opening of an office in Paris, the firm aims to expand its solutions in the French market and plans to create around twenty jobs within three years.

Swedish investments in France

The FDI stock¹ of businesses from Sweden in France is around €15.9 billion, making Sweden the 13th country with the largest FDI stock in France.

In 2024, there were 43 new job-creating investments by Swedish businesses in France, 3% of all projects, including 36 that created 851 jobs.

Sweden saw its number of projects increase significantly compared with 2023 (+59%), as well as the number of jobs generated (+38%), with 2024 therefore being the best year in terms of investment decisions for Sweden since 2017.

More than half of the projects concerned production/manufacturing (58%), far ahead of decision-making centers (16%) and R&D, engineering, design (9%), which completed the podium. It should be

noted that logistics activities brought together the most jobs (37%), spread across only three projects (7%). As such, Sweden was the fourth country creating the most jobs in logistics (9% of the total) in 2024.

Sector-wise, three sectors stood out: machinery and mechanical equipment (28% of Swedish projects), glass, ceramics, minerals, wood and paper (12%), as well as household goods (9%). The latter was also the sector that will generate the most Swedish jobs (41%), enabling Sweden to account for 58% of all jobs created in household goods in 2024.

The Ile de France (Paris region) and Auvergne-Rhône-Alpes regions each hosted 19% of Swedish projects, ahead of Normandie and Pays de la Loire (12% each).

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

Breakdown of projects by business activity

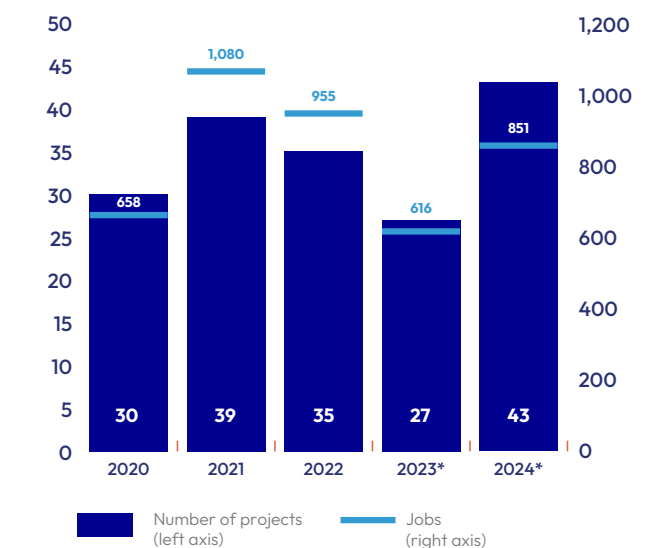
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	7	140	16%	16%
Logistics	3	315	7%	37%
Retail outlets	1	6	2%	1%
Production/Manufacturing	25	305	58%	36%
R&D, engineering, design	4	45	9%	5%
Consumer services	3	40	7%	5%
Total	43	851	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Machinery and mechanical equipment	12	159	28%	19%
Glass, ceramics, minerals, wood, paper	5	57	12%	7%
Household goods	4	350	9%	41%
Energy and recycling	4	78	9%	9%
Building, construction	3	43	7%	5%

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) **8** projects
Auvergne-Rhône-Alpes **8** projects
Normandie **5** projects