

JOINT PRESS RELEASE

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Launch of the 17th edition of the white paper “Agri-food, where to export in 2025?”

Business France, in partnership with the Ministry for Agriculture, Food Sovereignty and Forestry, is launching the 17th edition of the white paper “Agri-food, where to export in 2025?”, a free tool to encourage and support the development of French agricultural and agri-food businesses for export. Through an in-depth study of international trade and 20 essential sectors for the French offer, Business France provides the keys to continuing to benefit from the export dynamic of agricultural and agri-food products around the world.

Return to normal of global exports in the agricultural and agri-food sectors

After remarkable increases of 14% in 2021 and 22% in 2022, global exports from the agricultural and agri-food sectors decreased by 3% in 2023, reaching a total of €1.925 billion. This unprecedented decline reflects above all a return to normal after an extraordinary period, marked by inflation and the phenomenon of post-pandemic stock rebuilding.

In 2023, the United States remained the world's leading exporter, despite a 12% decline in its exports compared with 2022. Brazil was second for the second consecutive year, followed by the Netherlands. France remained in sixth place among global exporters and third in Europe.

Despite the geopolitical and climatic challenges of 2023, French exports continue to demonstrate their resilience and dynamism. France's share among the top six countries in global exports of agricultural and agri-food products in 2023 remains stable at 4%, as in 2022.

With a trade surplus of €5 billion in 2023, French agriculture and the French food industry are in the top three of surplus positions and constitute, after the aerospace sector on the one hand and perfumes and cosmetics on the other, solid export development levers for French businesses of all sizes.

Detailed analysis by sector

The “Agri-food, where to export in 2025?” guide presents **a quantitative and qualitative analysis of trends in each of the sectors of the sector (meat, wines and spirits, fruits and vegetables, agricultural equipment, etc.)**, which offers the stakeholders concerned a set of data to facilitate the development and implementation of their export strategy for 2025.

For each sector, the white paper details **the size of the market, France's ranking, changes in economic growth since 2018, France's top three customers and the markets with growth potential for 2025.**

Finally, based on a detailed analysis of the markets and their developments, **the guide offers practical recommendations on the different markets to explore in 2025.**

To consult the "Agri-food, where to export in 2025?" guide, please click [here](#). For our teams to measure interest in the guide, we ask that priority be given to sharing the white paper via the download link. We thank you in advance for your co-operation in this matter.

About Business France

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France's firms, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2023, support from Business France made it possible to generate €3.3 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 27,111 jobs created or planned. Business France supported 58% of the 1,815 foreign investment decisions in 2023, accounting for 67% of the 59,254 jobs created or maintained nationwide.

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