

## FRANCE'S SERVICE INDUSTRY IS ON THE RISE

According to France's National Personal Services Agency, the social and human service industry is one of the fastest growing sectors of the French economy. At last measure, it is a \$20.2 billion industry with a workforce of 2 million people.

The social and human service industry in France primarily covers jobs in the domestic arena like child and elder care, personal assistance, dog walking, gardening, etc. The demand for these services is set to continue to rise in the coming years due to urbanization, a growing elderly population (people aged 60+ will increase by 56 percent to 19.7 million by 2030), a steady high birth rate (13 births per 1,000 inhabitants), and the increasing number of two-income households.

France's reduction in social security contributions and the recent introduction of tax credits for private individuals and businesses have made services available to a greater market of consumers. As a result, the sector has seen its workforce increase on average by 100,000 jobs each year since 2006, along with the introduction of a national quality certification program.

Even within the private sector, there has been a rise in the number of social and human service providers. In France today, they now number over 7,000 companies, including foreign entities such as NESS Corporation, a Japanese private daycare provider that opted to expand in Europe, and chose France as the location for its European headquarters. The high birthrate in France and the quality of the French education system were factors in their decision.

"Foreign companies are justifiably interested in these business activities and are taking advantage of the opportunity for growth in France," said David Appia, president of the Invest in France Agency. "Likewise, companies such as banks and insurance firms are now adding personal services to their existing ventures."

**The National Personal Services Agency (ANSP)** was created in 2005 to ensure the quality of services being offered by organizations pre-approved by the agency. It is responsible for the promotion, development and quality of personal services which facilitate the daily life of individuals, families and dependants. For more information, please contact: [sarah.cassone@servicesalapersonne.gouv.fr](mailto:sarah.cassone@servicesalapersonne.gouv.fr).