



Industry Briefing Papers 2016

EUROPE: FRANCE

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Massage, beauty, fitness and yoga on demand are getting big now. Spa and wellness related activities are available everywhere at every moment and with a wide range of prices. Urban wellness retreats are also developing.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Pop up spas, short spa treatments, spa on the go.

Beauty:

Luxury skincare brands launch new concepts focusing on services delivered at their owned points of sale.

Fitness:

Run, run, run... running is gaining thousands of new runners among young crowd and ladies, resulting in a big market in France.

Nutrition:

Healthy food everywhere: healthy options are now available everywhere, including in the train ☺

Wellness Tourism:

Dramatic circumstances impacted overall french tourism in 2016 and most wellness tourism come from domestic market short trips

Wellness Communities or Real Estate:

Paris city mayor launched a tender to « reinvent Paris » with a call for zero waste, zero carbon. The winner 23 projects were announced early 2016, see www.reinventer.paris/en/.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Definitely thalassotherapy, using sea water for healing and wellbeing purposes developed in France from the 19th century onwards.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Strong medical and pharmaceutical lobbies certainly have an impact on rules and regulations, as well as on public poor perception of alternative, and preventative health and wellness approaches.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

We translate both terms with one word in French “bien-être”. Recently we also use more often the term “mieux-être” to express a greater well-being as an objective or a motivation to engage into wellness activities.

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