



[World Bread Day]

A booming sector at the heart of French franchising

On the occasion of World Bread Day, which will take place on October 16, 2025, Franchise Expo Paris 2026 is highlighting an emblematic sector that remains one of the economic pillars of franchising in France. With a turnover of 15 billion euros¹, the bakery and pastry sector confirms its central position on the French market.

A SECTOR THAT GENERATES MORE THAN A THIRD OF TURNOVER OF THE FRENCH FRANCHISE

At the heart of this flourishing food sector, the bakery and pastry shop represents the very essence of the trade French proximity. Between artisanal tradition and consumer trends, these concepts appeal to a new generation of entrepreneurs attracted by a stable market that resists economic fluctuations.

The **2024 indicators of the French Franchise Federation** reveal the economic power of the sector French food² :

- 211 brands deployed across the territory
- 18,228 franchised points of sale (+1.1% compared to 2023)
- More than 20% of the sector's points of sale are franchised
- 30.28 billion euros in turnover

This remarkable performance positions food as the number 1 sector in terms of turnover and number of franchised outlets, ahead of fast food and themed restaurants.



¹ In 2023, figure for the artisan bakery market, according to ESPIMAS

² The food sector includes bakeries, pastry shops, confectionery, chocolates, ice cream, specialist shops, wines and drinks, organic shops, and general food stores.



LEADING BAKERY AND PASTRY BRANDS ALREADY REGISTERED FOR FRANCHISE EXPO PARIS 2026

The 2026 edition of the Franchise Expo Paris trade fair already includes some of the major players in the sector, offering visitors a complete overview of the world of bakery:



- Augustine
 - the Papilles Workshop
 - Ange Bakery
 - Feuillette Bakery
 - Louise Bakery
 - Sophie's Bakery
 - Lebreuilly
 - Golden Brioche
 - Class'Croute
 - The Croissanterie
 - The Saint-André Oven
 - Daily Bread
 - Mamatte
 - Bécam House
 - Pradier House
 - Mariette
 - Marie Blachère
- Paul
 - Paul the coffee
- Bread Apple

FRANCHISE EXPO PARIS, THE UNMISSABLE EVENT FOR FUTURE ENTREPRENEURS

In a context where the franchise has generated 962,724 direct and indirect jobs and a turnover of 88.64 billion euros in 2024, an increase compared to 2023, this economic model confirms its stability, in a complex political-economic context.

Franchise Expo Paris 2026 is thus establishing itself as THE privileged meeting place for entrepreneurs to discover everything about franchising, attend workshops and conferences to find their way and, perhaps, fall in love with one of the many promising brands present.

**Discover nearly 500 other brands at Franchise Expo Paris 2026,
from March 14 to 16, 2026 at Paris Expo Porte de Versailles.**



An exhibition by the French Franchising Federation



About the French Franchise Federation

A major player in the dynamism of the French economy, the French Franchise Federation is the federation professional of franchisors and their franchisees since 1971. It represents the model of the franchise, a entrepreneurial model based on the transfer of know-how and value sharing. Its role is to promote, defend and perpetuate the franchise model, but also to federate its ecosystem and create the tools and the environment conducive to development and the performance of franchise networks. The Federation Française de la Franchise created the Salon in 1981 Franchise Expo Paris, which has since become a meeting place major international annual franchise. In 2024, the franchise represents in France 2,089 networks, 90,588 franchised points of sale, for 88.64 billion euros turnover. In 2009, the FFF created the Academy of franchise, the leading training organization for the professions of the franchise, whose offer is dedicated to future franchisees, but also to future and current franchisors.

Find out more: www.franchise-fff.com

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About tousentrepreneurs.com

This media dedicated to entrepreneurship and franchising was designed to allow entrepreneurs and for candidates for business creation to find all the useful information for construction and development of their project throughout the year. They will find testimonials, practical advice, expert advice and all the useful information on starting a business. This media platform, backed by at the Franchise Expo Paris trade fair, also gives a large place to franchise entrepreneurship and its advantages.

Find out more: www.tousentrepreneurs.com

THE FRANCHISE EXPO PARIS PRESS SERVICE

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