
Imperial Brands' Expansion into France

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General Introduction



- Founded in 1901, Imperial Brands is the fourth-largest cigarette company in the world, employing over 25,000 individuals (*Imperial Brands, 2024*)
 - Priority markets include the UK, US, Germany, Spain and Australia
 - Well-developed portfolio of recognisable brands
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French Culture



- As of 2021, France's population has almost reached 65.5 million (*World Population Review, 2024*)
- Declining population growth rate
- Most-practised religion in France is Catholicism, followed by Islam (*CIA, 2024*)

French Culture - Social Structures

- Persistent class structures
- However, there are changes in France's Social Groups
- Groups like farmers, self-employed tradespeople and manual workers are on the decline (*Hugree and Siblot, 2023*)

	1982	2007	2019
Farmers	7.1	2.6	1.5
Self-employed tradespeople, shopkeepers, and business owners	8.3	6.4	6.7
Managers and higher intellectual professions	7.8	15.7	19.3
Intermediate professions	19.2	21.4	23.4
Service workers	25.3	29.4	26.8
Manual workers	30.3	23.2	19.6

French Culture - Migration



- 8.7 foreign-born individuals in 2021, mainly descending from Africa or Europe (*Statista, 2024*)
- Between 800,000 and 1 million unregistered immigrants as of 2017, which is an untapped workforce (*PEW, 2019*)
- The country's net migration is not economically viable

Culture in the United Kingdom

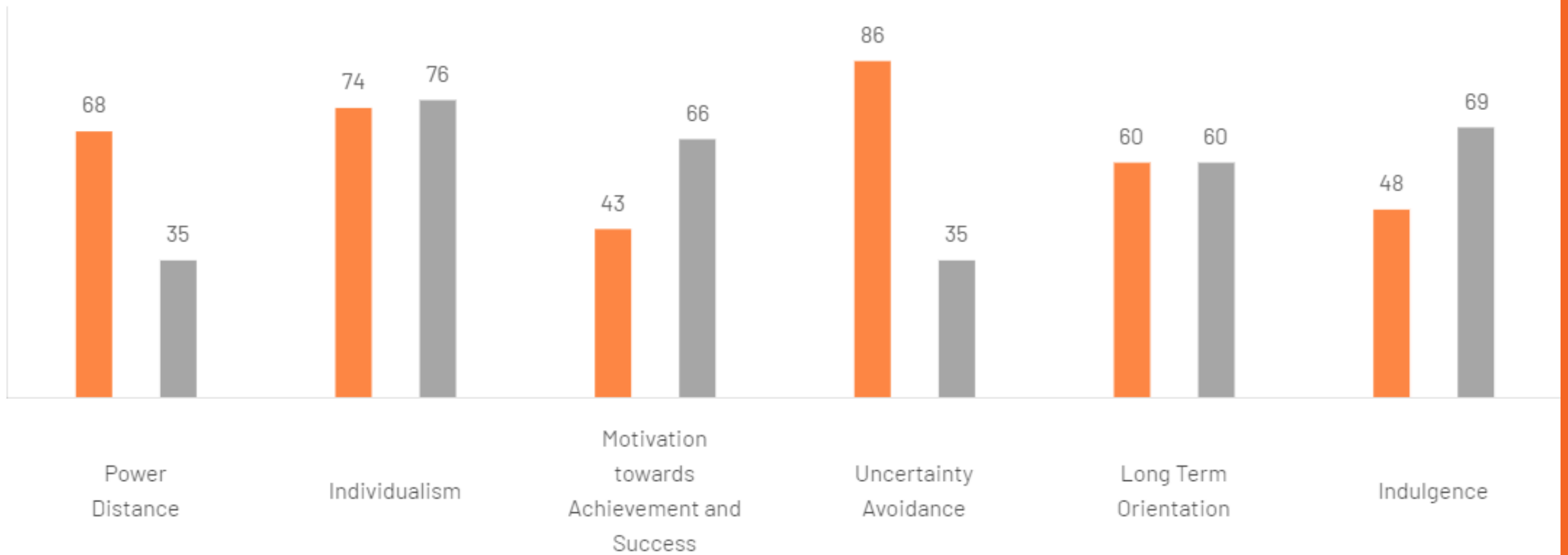


- In 2021, around 82% of UK residents identified themselves as 'White', which is a 4% decrease from 2011 (ONS, 2021)
- Under 50% of the population regards themselves as Christian (ONS, 2021)
- Changes in society

Cultural Sensitivity

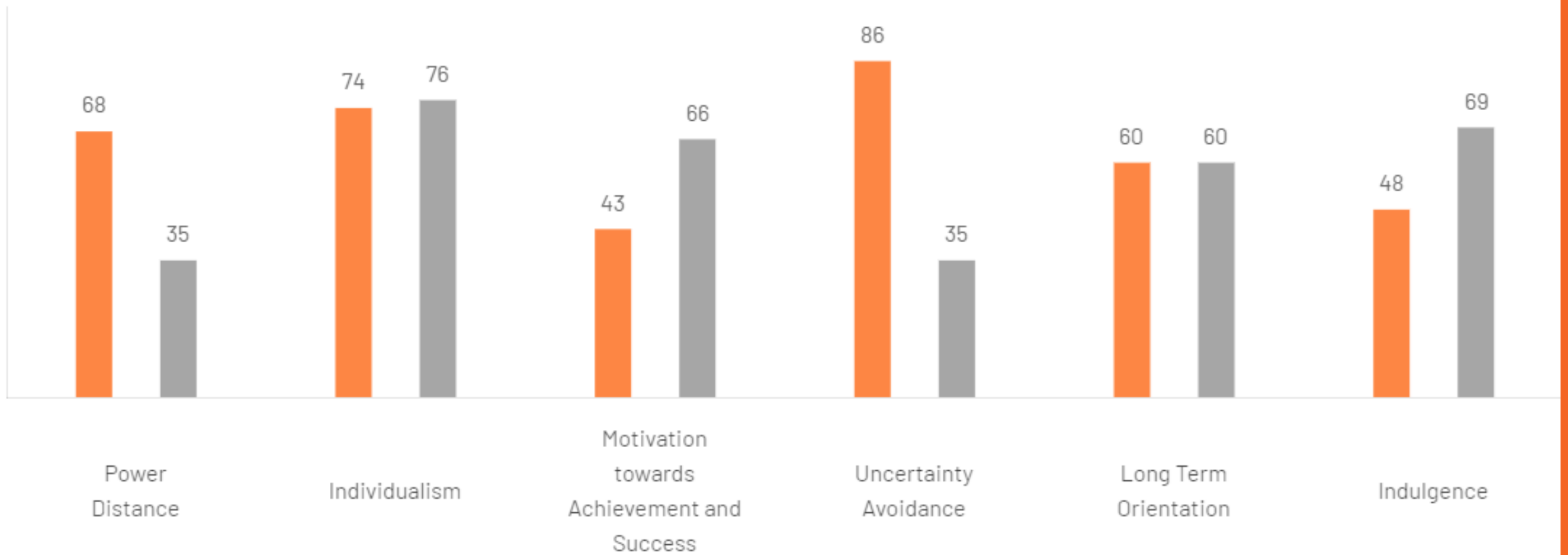
- Punctuality is important, but lateness can be excused (CIBTvisas, 2024)
- Communication is important to Business
- French and English individuals avoid confrontation (Scroope, 2017)
- Formality and titles are respected

(Hofstede Insights, 2024)



The UK (Orange) vs France (Grey)

(Hofstede Insights, 2024)



The UK (Grey) vs France (Orange)



RECOMMENDATIONS

- Imperial Brands should look towards engaging the minorities
 - Tap into unauthorised immigrant workforce
 - Train individuals and help streamline documentation process to make them workable
 - Continuous cultural training
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CONCLUSION



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