

Apparel and Footwear in France

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Report description:

Apparel and footwear posts double-digit positive growth in the 2021-2022 period, in a strong rebound following the slumps seen during the time of the pandemic. However, this spike is more in relation to the previous drop and does not herald the same expected growth moving forward. Moreso, performance has been erratic over the periods in consideration, with restrictions still in place until spring 2021 and a disappointing winter 2021-2022 period. Furthermore, the hot summer months of 2022 proved...

Euromonitor International's Apparel and Footwear in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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WOMENSWEAR IN FRANCE

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Polarised trends drive sales, with seasonal factors also at play
The big players are back in the game in 2022

PROSPECTS AND OPPORTUNITIES

Challenges due to lower purchasing power, working from home and resilience of designers' brands
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MENSWEAR IN FRANCE

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 Athleisure and streetwear gain ground on formal menswear but working from home still dampens sales
 Ongoing competition between Decathlon and Intersport stores, while the Kiabi brand expands through the launch of new outlets

PROSPECTS AND OPPORTUNITIES

More creativity expected, although inflation and other threats will likely dampen growth
 Ongoing tri-polarisation expected, as pure players gradually rediscover their places
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Kiabi maintains its top place, while Okaidi and Orchestra develop their omnichannel strategies

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Appreciable results for a very disparate category

Fashion masks had already begun to disappear before the end of the last restrictions

Bipolarisation in a highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Apparel accessories to suffer from its non-essential nature during the post-pandemic years

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FOOTWEAR IN FRANCE

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"Sneakermania" set to continue, thanks to sportswear/streetwear trends

The global greats remain confident, whilst small brands may face challenges

PROSPECTS AND OPPORTUNITIES

Footwear set to return to historical patterns, with some current trends set to continue

Could sneakers even face challenges ahead?

Sustainable sneakers on the rise, although they will remain a niche for now and are not coveted by serious collectors

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