

Womenswear in France

Market Direction | 2022-12-27 | 32 pages | Euromonitor

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Report description:

Womenswear continues to see improving sales in 2022, with value growth double to that seen in 2021. However, this is an ongoing recovery period as opposed to a full rebound, as sales have not yet reached pre-pandemic levels. Indeed, the category is still struggling to offset the losses of the worst of the COVID-19 period (March 2020 to mid-2021). Winter 2021-2022 sales saw sharp decreases compared to 2019 (pre-pandemic), due to ongoing pandemic restrictions and an overall decline in consumption...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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Euromonitor International
December 2022

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WOMENSWEAR IN FRANCE

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2022 DEVELOPMENTS

Womenswear continues to see improving sales, whilst recovery to pre-pandemic levels continues

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

Lower consumption levels and the rise of second-hand clothing set to suppress sales, with "Made in France" and sustainable products attracting attention

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