

## **Apparel and Footwear in France**

Market Direction | 2023-11-15 | 102 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Apparel and footwear in France is seeing an overall volume slump in 2023, while value is supported by inflation pushing up unit prices, thus giving an artificial perspective of positive performance. Whilst we did see a robust volume uptick in the mid-2021 to end-2022 period, this was more of a rebalancing effect following the 2019-2020 crash due to the pandemic. Since then, volume has continued to struggle due to several factors.

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 2018-2022 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 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Apparel and Footwear in France  
Euromonitor International  
November 2023

List Of Contents And Tables

### APPAREL AND FOOTWEAR IN FRANCE

#### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### WOMENSWEAR IN FRANCE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Women more inclined to forfeit purchases and buy second-hand

Women's swimwear and underwear benefit from the return of tourism and necessity of purchase

Fragmented competitive landscape, with a mix of high street and sports-inspired players

#### PROSPECTS AND OPPORTUNITIES

Womenswear will continue to struggle, albeit with an expected short-term boost thanks to the Paris Olympics 2024

Opportunities for local digital native brands, low-cost online players, and variety stores

De-consumption trends cast a shadow over potential of relocated "Made in France" strategies

#### CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023

Table 14 Sales of Womenswear by Category: Value 2018-2023

Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Womenswear: % Value 2019-2023

Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023  
 Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023  
 Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023  
 Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023  
 Table 23 □NBO Company Shares of Women's Swimwear: % Value 2019-2023  
 Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023  
 Table 25 □NBO Company Shares of Women's Underwear: % Value 2019-2023  
 Table 26 □LBN Brand Shares of Women's Underwear: % Value 2020-2023  
 Table 27 □Forecast Sales of Womenswear by Category: Volume 2023-2028  
 Table 28 □Forecast Sales of Womenswear by Category: Value 2023-2028  
 Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028  
 Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

## MENSWEAR IN FRANCE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menswear fares better than womenswear, due to lower levels of price-sensitivity and purchasing caution  
 Internal cannibalisation results from a decline in formal dress codes, in favour of the athleisure trend  
 Sports-inspired trends remain major drivers in menswear

#### PROSPECTS AND OPPORTUNITIES

Opportunities ahead for the still-underdeveloped category of menswear  
 Men could be attracted by sustainable and eco-friendly brands, even if not desirous of second-hand  
 Jeans will remain timeless products but will face depreciation and competition from the athleisure trend

#### CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023  
 Table 32 Sales of Menswear by Category: Value 2018-2023  
 Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023  
 Table 34 Sales of Menswear by Category: % Value Growth 2018-2023  
 Table 35 NBO Company Shares of Menswear: % Value 2019-2023  
 Table 36 LBN Brand Shares of Menswear: % Value 2020-2023  
 Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023  
 Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023  
 Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023  
 Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023  
 Table 41 □NBO Company Shares of Men's Swimwear: % Value 2019-2023  
 Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023  
 Table 43 □NBO Company Shares of Men's Underwear: % Value 2019-2023  
 Table 44 □LBN Brand Shares of Men's Underwear: % Value 2020-2023  
 Table 45 □Forecast Sales of Menswear by Category: Volume 2023-2028  
 Table 46 □Forecast Sales of Menswear by Category: Value 2023-2028  
 Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028  
 Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

## CHILDRENSWEAR IN FRANCE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales in childrenswear suppressed by declining birth rates, budgetary pressures, and climate-related factors  
 Second-hand trend lends itself particularly well to childrenswear  
 Kiabi maintains its lead, thanks to stable pricing and affordable options

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## PROSPECTS AND OPPORTUNITIES

French parents will continue to seek good quality and long-lasting apparel for the lowest prices they can find

Second-hand trends will continue to grow strongly over the forecast period

Waning birth rates will continue to pose a notable challenge

## CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

## SPORTSWEAR IN FRANCE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sporting activities and athleisure trends - the main drivers of dynamic sportswear

Sneakers maintain popularity, with sustainability a key trend

Decathlon remains popular thanks to celebrity endorsements, while Nike and adidas benefit from their status positioning

## PROSPECTS AND OPPORTUNITIES

Sporting events help to boost the profile of sportswear and sponsor brands such as Nike

Second-hand sneaker trend may impact potential sales, as the "sneakermania" trend continues

Chain brand clothing habits and more casual styles will also fuel sales

## CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

## JEANS IN FRANCE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Jeans fall into a volume slump following a strong rebound after the pandemic

New jeans face competition from the second-hand trend

Levi's maintains its top place, thanks to status symbol popularity

## PROSPECTS AND OPPORTUNITIES

Jeans set to slowly reinvent themselves, mainly in menswear

Athleisure and "deconsommation" trends will continue to challenge traditional jeans

"Made in France" offers rebound potential for jeans

## CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023  
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023  
Table 71 Sales of Men's Jeans by Category: Value 2018-2023  
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023  
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023  
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023  
Table 75 □Sales of Women's Jeans by Category: Value 2018-2023  
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023  
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2018-2023  
Table 78 □NBO Company Shares of Jeans: % Value 2019-2023  
Table 79 □LBN Brand Shares of Jeans: % Value 2020-2023  
Table 80 □Forecast Sales of Jeans by Category: Volume 2023-2028  
Table 81 □Forecast Sales of Jeans by Category: Value 2023-2028  
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028  
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028  
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028  
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2023-2028  
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028  
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028  
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028  
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2023-2028  
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028  
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

#### HOSIERY IN FRANCE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sheer hosiery continues to face challenging factors, leading to its ongoing volume slump

Non-sheer hosiery is not faring any better than its sheer counterparts

Kiabi maintains its lead thanks to its myriad strengths

##### PROSPECTS AND OPPORTUNITIES

Ongoing slumps expected, with opportunities seen in more eco-friendly options

Challenges expected to persist over the forecast period

Some opportunities remain for hosiery with a "Made in France" label

##### CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023  
Table 93 Sales of Hosiery by Category: Value 2018-2023  
Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023  
Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023  
Table 96 NBO Company Shares of Hosiery: % Value 2019-2023  
Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023  
Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028  
Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028  
Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028  
Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

#### APPAREL ACCESSORIES IN FRANCE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel accessories struggles in the light of budgetary restrictions and the non-essential status of many of its products

Hats/caps benefit from practicalities and fashion trends

Polarisation seen between high-end luxe brands and cheaper mass options

#### PROSPECTS AND OPPORTUNITIES

Price-sensitive consumers forgo "nice-to-haves" for essentials, casting a shadow over apparel accessories

More essential accessories may be better supported, such as belts and gloves

Scarves see opportunities through affluent tourists seeking designer goods

#### CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

#### FOOTWEAR IN FRANCE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Footwear sees a variable performance, based on weather conditions and consumers' price-sensitivity

"Sneakermania" trend continues, in line with sports-inspired fashion trends

Nike maintains its lead thanks to status symbol positioning and sustainability activities

#### PROSPECTS AND OPPORTUNITIES

The outlook for sportswear looks bright in the short term but there some threats

Sustainable, repaired and collector-based sneakers set to forge ahead, but this is a double-edged sword

Omnichannel and crossover strategies needed to support sales

#### CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

## Apparel and Footwear in France

Market Direction | 2023-11-15 | 102 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com