

Childrenswear in France

Market Direction | 2023-11-15 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

One would think that childrenswear would be resilient, due to the necessity of replacement needed for growing infants and children. However, both value and volume sales are in a slump in 2023. One key reason for this is the declining birth rate in France, with another notable reason being an overall reduction in spending in households for budgetary reasons. Within this, we also seeing an element of trading down, such as purchasing from cheaper out-of-town stores, variety stores, and sports super...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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

www.scotts-international.com

Table of Contents:

Childrenswear in France
Euromonitor International
November 2023

List Of Contents And Tables

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

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 1 Sales of Childrenswear by Category: Volume 2018-2023

Table 2 Sales of Childrenswear by Category: Value 2018-2023

Table 3 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 4 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 6 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 7 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 8 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 10 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

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

Table 12 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Childrenswear in France

Market Direction | 2023-11-15 | 22 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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	<input type="text" value="2025-05-05"/>
		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