

Womenswear in France

Market Direction | 2023-11-15 | 32 pages | Euromonitor

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Report description:

Womenswear is in a volume slump following an uptick in sales immediately following the pandemic. The uptick was reactionary following the abnormal era of store closures and is not persisting due to budgetary pressures and inflation. Whilst e-commerce somewhat compensated for the loss of in-store sales during the pandemic, this channel is also now following the same patterns. Within this context, we are seeing some stores struggle and even close, such as witnessed with the liquidation of Camaieu...

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 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: 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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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

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