

## **Retail in France**

Market Direction | 2024-02-27 | 126 pages | Euromonitor

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### **Report description:**

The French overall retail market saw modest growth in terms of current value sales in 2023, which, while seemingly robust, was primarily driven by inflation and a return to normalcy following the challenging conditions and lingering effects of the COVID-19 pandemic. Local consumers enjoyed store-based shopping in reopened non-essential outlets, boosting sales of various products such as apparel, footwear, beauty products, bags and luggage. However, winter promotional sales were lacklustre, and s...

Euromonitor International's Retail in France report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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Yesterday's losers are today's winners

Good news for Vorwerk, Herbalife, and Henri Maire

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