

Apparel and Footwear in France

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Report description:

Apparel and footwear is in a negative slump in France in 2024, in both value and volume terms. This is attributed to several factors, including a sluggish birth rate negatively affecting childrenswear, gloomy weather during the first half of the year negatively affecting consumer footfall, and overall economic uncertainty leading to consumer price sensitivity. Whilst tourists and visitors flocked to Paris for the Olympics and this helped to boost sales in hospitality, this tourist influx did not...

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 2019-2023 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 2028 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.

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WOMENSWEAR IN FRANCE

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Upmarket and luxury brands attract attention through digital platforms and modern technology
Zara maintains its lead in the highly-fragmented category of womenswear

PROSPECTS AND OPPORTUNITIES

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MENSWEAR IN FRANCE

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Athleisure trends remain strong, while players utilise GenAI

Decathlon maintains lead in fragmented category

PROSPECTS AND OPPORTUNITIES

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Sustainable brands have ongoing scope for growth in menswear, while the second-hand trend is unlikely to take off

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PROSPECTS AND OPPORTUNITIES

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APPAREL ACCESSORIES IN FRANCE

KEY DATA FINDINGS

2024 DEVELOPMENTS

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Sales of apparel accessories continue to normalise, with a small boost given by the Olympics

Caps driven by fashion trends rather than by practicalities

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PROSPECTS AND OPPORTUNITIES

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