

## **Childrenswear in France**

Market Direction | 2024-12-06 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Childrenswear remains in a structural slump in France in 2024, attributed to sluggish birthrates and the fact that many parents purchase second-hand apparel for their children, due to the fact that children grow out of their clothes quickly, and it is easy to find (and sell) good quality second-hand apparel for children. We also note that mothers are more inclined to purchase items for children, with women being more embracing of second-hand apparel compared to men. Overall, there is a notable t...

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 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: 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](mailto:support@scotts-international.com)

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

## Table of Contents:

Childrenswear in France  
Euromonitor International  
December 2024

### List Of Contents And Tables

#### CHILDRENSWEAR IN FRANCE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Ongoing structural drop for childrenswear continues in 2024

From affordable clothing to "mompreneurs" - the trends in childrenswear

Kiabi maintains its lead despite losing share

##### PROSPECTS AND OPPORTUNITIES

Childrenswear expected to remain in a structural slump over the forecast period

Zalando joins the AI-assistant boom

The second-hand trend is set to continue in childrenswear

##### CATEGORY DATA

Table 1 Sales of Childrenswear by Category: Volume 2019-2024

Table 2 Sales of Childrenswear by Category: Value 2019-2024

Table 3 Sales of Childrenswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Childrenswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Childrenswear: % Value 2020-2024

Table 6 LBN Brand Shares of Childrenswear: % Value 2021-2024

Table 7 Forecast Sales of Childrenswear by Category: Volume 2024-2029

Table 8 Forecast Sales of Childrenswear by Category: Value 2024-2029

Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029

Table 10 □Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

#### APPAREL AND FOOTWEAR IN FRANCE

##### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

##### MARKET DATA

Table 11 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 12 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 17 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 20 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 21 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

**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)

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Childrenswear in France

Market Direction | 2024-12-06 | 21 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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	2025-05-08
		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