

# Apparel and Footwear in France

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## Abstracts

Apparel and footwear in France is seeing an overall volume slump in 2023, while value is supported by inflation pushing up unit prices, thus giving an artificial perspective of positive performance. Whilst we did see a robust volume uptick in the mid-2021 to end-2022 period, this was more of a rebalancing effect following the 2019-2020 crash due to the pandemic. Since then, volume has continued to struggle due to several factors.

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 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: 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.

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.

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Euromonitor International

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WOMENSWEAR IN FRANCE

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### 2023 DEVELOPMENTS

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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

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Kiabi maintains its lead, thanks to stable pricing and affordable options

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FOOTWEAR IN FRANCE

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