

Childrenswear in France

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Abstracts

One would think that childrenswear would be resilient, due to the necessity of replacement needed for growing infants and children. However, both value and volume sales are in a slump in 2023. One key reason for this is the declining birth rate in France, with another notable reason being an overall reduction in spending in households for budgetary reasons. Within this, we also seeing an element of trading down, such as purchasing from cheaper out-of-town stores, variety stores, and sports super...

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 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: 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.

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Second-hand trend lends itself particularly well to childrenswear

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

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