

Menswear in France

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Abstracts

Menswear continues to perform fairly well in 2023, despite seeing lower volume growth than witnessed in the previous two years – which can be attributed to a normalisation effect following the steep declines seen during the era of the pandemic store closures. However, overall, menswear is faring better than womenswear as men are typically not as cautious in their spending compared to women and will tend to purchase what they need when they need it, instead of making sacrifices and/or seeking to...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

Get a detailed picture of the Menswear 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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Menswear fares better than womenswear, due to lower levels of price-sensitivity and purchasing caution

Internal cannibalisation results from a decline in formal dress codes, in favour of the athleisure trend

Sports-inspired trends remain major drivers in menswear

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