

Apparel and Footwear Specialists in France

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Table of Contents

Apparel and Footwear Specialists in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel and footwear specialists struggle amid ongoing economic and political uncertainty Competitive landscape remains highly fragmented Low-cost brands soar in popularity as luxury segment struggles amid digital shifts

PROSPECTS AND OPPORTUNITIES

Channel faces mixed results as variety stores and low-cost retailers gain ground Technological innovations transform French apparel & footwear Sustainability will serve as a double-edged sword

CHANNEL DATA

Table 1 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
Table 4 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
Table 5 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
Table 6 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 7 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Retail in France - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture Quest for lowest prices across all social classes New technologies continue to shape retail Competitive landscape becomes increasingly consolidated, following strategic mergers and acquisitions What next for retail?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2024 Seasonality Christmas (Noël) Back to School (La Rentrée) Winter and summer sales seasons

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024 Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024 Table 10 - Sales in Retail Offline by Channel: Value 2019-2024 Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024 Table 12 - Retail Offline Outlets by Channel: Units 2019-2024 Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024 Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024 Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024 Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024 Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024 Table 20 - Grocery Retailers Outlets by Channel: Units 2019-2024 Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024 Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024 Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024 Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 28 - Retail GBO Company Shares: % Value 2020-2024 Table 29 - Retail GBN Brand Shares: % Value 2021-2024 Table 30 - Retail Offline GBO Company Shares: % Value 2020-2024 Table 31 - Retail Offline GBN Brand Shares: % Value 2021-2024 Table 32 - Retail Offline LBN Brand Shares: Outlets 2021-2024 Table 33 - Retail E-Commerce GBO Company Shares: % Value 2020-2024 Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024 Table 35 - Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 36 - Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029 Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029 Table 43 - Forecast Sales in Retail Offline by Channel: Value 2024-2029 Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029 Table 45 - Forecast Retail Offline Outlets by Channel: Units 2024-2029 Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029 Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029 Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029 Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029 Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029 Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029 Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029 Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029 Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029 Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029 Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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