

# Apparel and Footwear in France

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## PROSPECTS AND OPPORTUNITIES

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#### Footwear in France

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Sports brands remain prominent in footwear

# PROSPECTS AND OPPORTUNITIES

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# Sportswear in France

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Sneakers remain a "must-have" product with a rising trend for sustainable options

Nike maintains its lead despite losing share, while all players maintain competitive strategies

#### PROSPECTS AND OPPORTUNITIES

Small ongoing growth expected for sportswear, thanks to boost from the Olympics

Ongoing hybrid clothing styles will continue to attract consumer attention

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