



Euromonitor  
International

# Apparel and Footwear in France

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## Apparel and Footwear in France

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

### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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 Non-sheer hosiery is not faring any better than its sheer counterparts  
 Kiabi maintains its lead thanks to its myriad strengths

#### PROSPECTS AND OPPORTUNITIES

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"Sneakermania" trend continues, in line with sports-inspired fashion trends

Nike maintains its lead thanks to status symbol positioning and sustainability activities

#### PROSPECTS AND OPPORTUNITIES

The outlook for sportswear looks bright in the short term but there some threats

Sustainable, repaired and collector-based sneakers set to forge ahead, but this is a double-edged sword

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## Sportswear in France

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#### 2023 DEVELOPMENTS

Sporting activities and athleisure trends – the main drivers of dynamic sportswear

Sneakers maintain popularity, with sustainability a key trend

Decathlon remains popular thanks to celebrity endorsements, while Nike and adidas benefit from their status positioning

#### PROSPECTS AND OPPORTUNITIES

Sporting events help to boost the profile of sportswear and sponsor brands such as. Nike

Second-hand sneaker trend may impact potential sales, as the "sneakermania" trend continues

Chain brand clothing habits and more casual styles will also fuel sales

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