



**Euromonitor
International**

Sportswear in France

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear is a winner thanks to athleisure and streetwear trends and a boost from the Olympics
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
Generative AI and “sneakermania” will continue to be key trends

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Apparel and Footwear in France - Industry Overview

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