



Euromonitor  
International

# Womenswear in France

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Womenswear remains in a slump, with women more inclined to embrace the second-hand trend  
Upmarket and luxury brands attract attention through digital platforms and modern technology  
Zara maintains its lead in the highly-fragmented category of womenswear

PROSPECTS AND OPPORTUNITIES

A flat performance is expected over the forecast period due to various challenges  
De-consumption trend will continue to boost the second-hand segment  
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Apparel and Footwear in France - Industry Overview

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