



Euromonitor
International

Menswear in France

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear fares slightly better than womenswear thanks to different drivers and less mature category
Athleisure trends remain strong, while players utilise GenAI
Decathlon maintains lead in fragmented category

PROSPECTS AND OPPORTUNITIES

Menswear maintains scope for ongoing growth, although challenges remain
Different subcategories in menswear will see variable performances
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Apparel and Footwear in France - Industry Overview

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