

Childrenswear in France

November 2023

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Childrenswear in France - Category analysis

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2023 DEVELOPMENTS

Sales in childrenswear suppressed by declining birth rates, budgetary pressures, and climate-related factors

Second-hand trend lends itself particularly well to childrenswear

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

PROSPECTS AND OPPORTUNITIES

French parents will continue to seek good quality and long-lasting apparel for the lowest prices they can find

Second-hand trends will continue to grow strongly over the forecast period

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