

Footwear in France

November 2023

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Footwear in France - Category analysis

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2023 DEVELOPMENTS

Footwear sees a variable performance, based on weather conditions and consumers' price-sensitivity

"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

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