

# Footwear in France

November 2023

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## Footwear in France - Category analysis

### KEY DATA FINDINGS

#### 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

Sustainable, repaired and collector-based sneakers set to forge ahead, but this is a double-edged sword

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