

Sportswear in France

November 2023

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Sportswear in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sporting activities and athleisure trends – the main drivers of dynamic sportswear

Sneakers maintain popularity, with sustainability a key trend

Decathlon remains popular thanks to celebrity endorsements, while Nike and adidas benefit from their status positioning

PROSPECTS AND OPPORTUNITIES

Sporting events help to boost the profile of sportswear and sponsor brands such as Nike

Second-hand sneaker trend may impact potential sales, as the “sneakermania” trend continues

Chain brand clothing habits and more casual styles will also fuel sales

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