



# Womenswear in France

November 2023

Table of Contents

## Womenswear in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Women more inclined to forfeit purchases and buy second-hand

Women's swimwear and underwear benefit from the return of tourism and necessity of purchase

Fragmented competitive landscape, with a mix of high street and sports-inspired players

#### PROSPECTS AND OPPORTUNITIES

Womenswear will continue to struggle, albeit with an expected short-term boost thanks to the Paris Olympics 2024

Opportunities for local digital native brands, low-cost online players, and variety stores

De-consumption trends cast a shadow over potential of relocated "Made in France" strategies

#### CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2018-2023

Table 2 - Sales of Womenswear by Category: Value 2018-2023

Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023

Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023

Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028

Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

## Apparel and Footwear in France - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

### MARKET DATA

Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/womenswear-in-france/report](http://www.euromonitor.com/womenswear-in-france/report).