

Apparel and Footwear in France

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

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Non-sheer hosiery is not faring any better than its sheer counterparts

Kiabi maintains its lead thanks to its myriad strengths

PROSPECTS AND OPPORTUNITIES

Ongoing slumps expected, with opportunities seen in more eco-friendly options

Challenges expected to persist over the forecast period

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Footwear in France

KEY DATA FINDINGS

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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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Sportswear in France

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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

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