

# Childrenswear in France

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales in childrenswear suppressed by declining birth rates, budgetary pressures, and climate-related factors  
Second-hand trend lends itself particularly well to childrenswear  
Kiabi maintains its lead, thanks to stable pricing and affordable options

#### PROSPECTS AND OPPORTUNITIES

French parents will continue to seek good quality and long-lasting apparel for the lowest prices they can find  
Second-hand trends will continue to grow strongly over the forecast period  
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