

# Sportswear in France

November 2023

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#### 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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