

Apparel Accessories in France

November 2023

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Apparel Accessories in France - Category analysis

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2023 DEVELOPMENTS

Apparel accessories struggles in the light of budgetary restrictions and the non-essential status of many of its products

Hats/caps benefit from practicalities and fashion trends

Polarisation seen between high-end luxe brands and cheaper mass options

PROSPECTS AND OPPORTUNITIES

Price-sensitive consumers forgo “nice-to-haves” for essentials, casting a shadow over apparel accessories

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