

Menswear in France

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear fares better than womenswear, due to lower levels of price-sensitivity and purchasing caution

Internal cannibalisation results from a decline in formal dress codes, in favour of the athleisure trend

Sports-inspired trends remain major drivers in menswear

PROSPECTS AND OPPORTUNITIES

Opportunities ahead for the still-underdeveloped category of menswear

Men could be attracted by sustainable and eco-friendly brands, even if not desirous of second-hand

Jeans will remain timeless products but will face depreciation and competition from the athleisure trend

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