

Menswear in France

December 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Menswear sees rebounding recovery, thanks to the reopening of tourism and the rise of lower-priced brands
Athleisure and streetwear gain ground on formal menswear but working from home still dampens sales
Ongoing competition between Decathlon and Intersport stores, while the Kiabi brand expands through the launch of new outlets

PROSPECTS AND OPPORTUNITIES

More creativity expected, although inflation and other threats will likely dampen growth
Ongoing tri-polarisation expected, as pure players gradually rediscover their places
Strong opportunities for growth in the marriage of DNVB and sustainable apparel

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Apparel and Footwear in France - Industry Overview

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