



Footwear in France

November 2023

Table of Contents

Footwear in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Footwear sees a variable performance, based on weather conditions and consumers' price-sensitivity

"Sneakermania" trend continues, in line with sports-inspired fashion trends

Nike maintains its lead thanks to status symbol positioning and sustainability activities

PROSPECTS AND OPPORTUNITIES

The outlook for sportswear looks bright in the short term but there some threats

Sustainable, repaired and collector-based sneakers set to forge ahead, but this is a double-edged sword

Omnichannel and crossover strategies needed to support sales

CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2018-2023

Table 2 - Sales of Footwear by Category: Value 2018-2023

Table 3 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 7 - Distribution of Footwear by Format: % Value 2018-2023

Table 8 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 9 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 10 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Apparel and Footwear in France - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 12 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 18 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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