



Euromonitor  
International

# General Merchandise Stores in France

February 2024

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## General Merchandise Stores in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Recovery in tourism supports sales in department stores

Actions maintains lead over variety stores

Galeries Lafayette maintains department store leadership

#### PROSPECTS AND OPPORTUNITIES

Department stores players to focus more on European and local consumers

Variety stores holds potential for further expansion

Costco will grow though faces challenges

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Second-hand trend proves a double-edged sword

What next for retail?

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