



# Apparel and Footwear Specialists in France

February 2024

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## Apparel and Footwear Specialists in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and post-pandemic normalisation slow growth in 2023

Combined effects of economic constraints and climate change boost demand for second hand

French players represent rising threat to Inditex

#### PROSPECTS AND OPPORTUNITIES

Falling inflation will make way for expansion, while Shein comes under greater scrutiny

Second-hand trend likely to be taken up by leading players

Competition to intensify over the forecast period, accelerating digital development

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Second-hand trend proves a double-edged sword

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