

# Womenswear in France

November 2023

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## Womenswear in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Women more inclined to forfeit purchases and buy second-hand

Women's swimwear and underwear benefit from the return of tourism and necessity of purchase

Fragmented competitive landscape, with a mix of high street and sports-inspired players

#### PROSPECTS AND OPPORTUNITIES

Womenswear will continue to struggle, albeit with an expected short-term boost thanks to the Paris Olympics 2024

Opportunities for local digital native brands, low-cost online players, and variety stores

De-consumption trends cast a shadow over potential of relocated "Made in France" strategies

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