



Passport

Footwear in France

Euromonitor International

March 2022

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Some content and data have been
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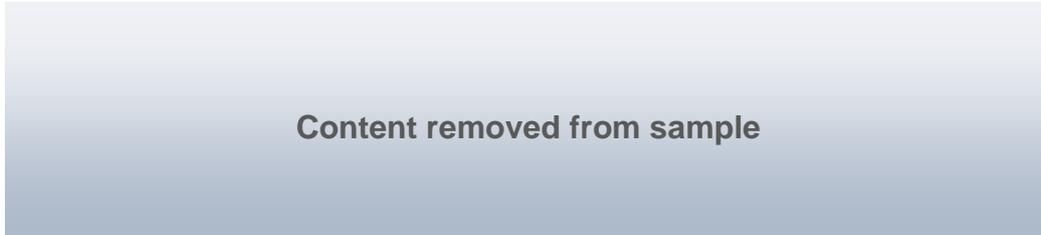
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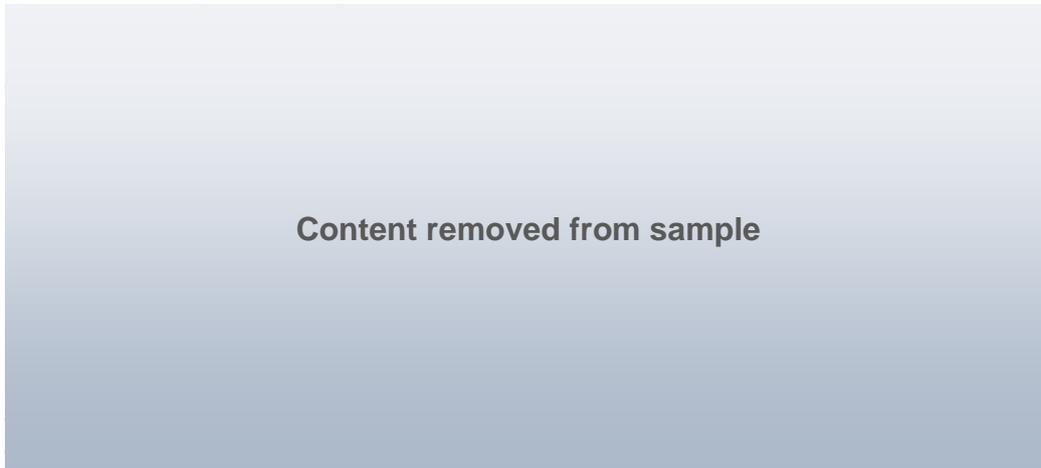
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FOOTWEAR IN FRANCE - CATEGORY ANALYSIS

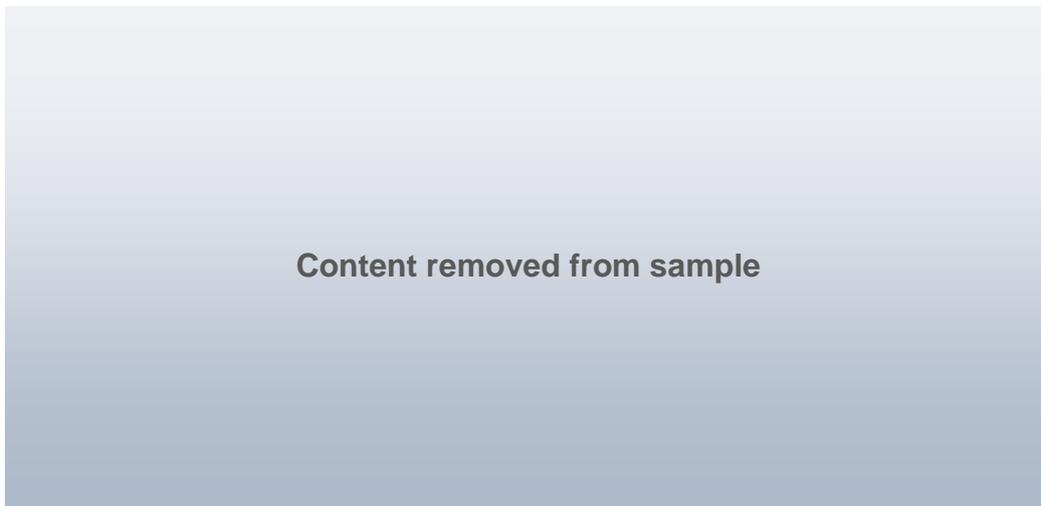
KEY DATA FINDINGS



2021 DEVELOPMENTS

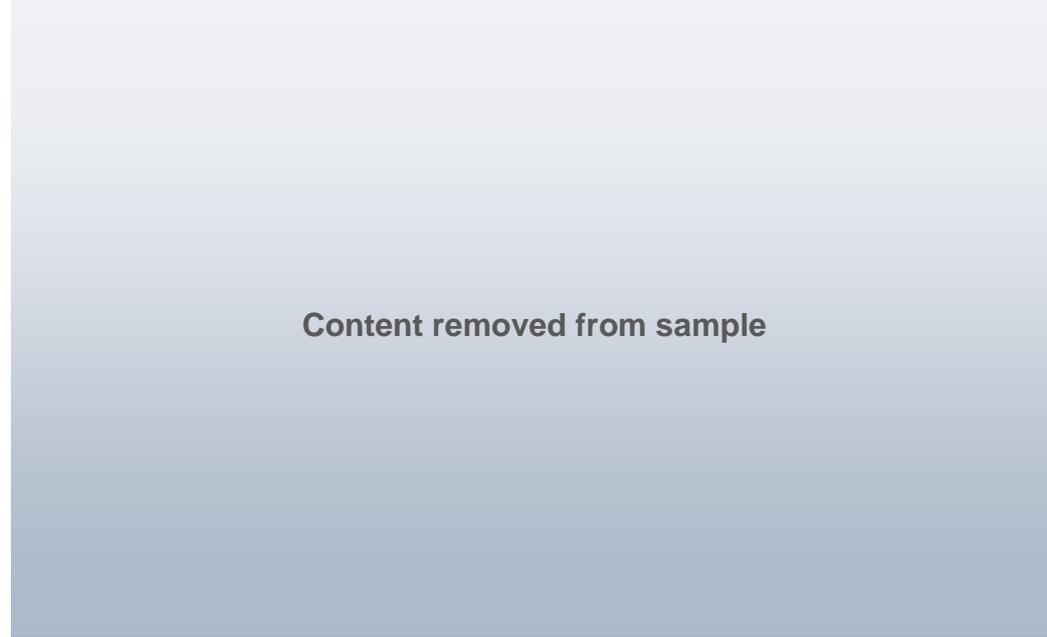


Strong recovery for sneakers driven by the performance of sports-inspired footwear



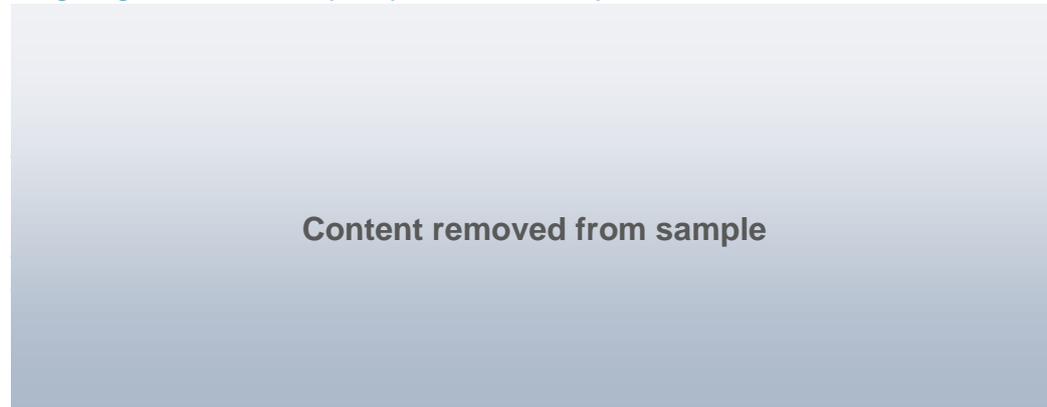


Strong recovery for international sportswear specialists but more limited for local mainstream retailers

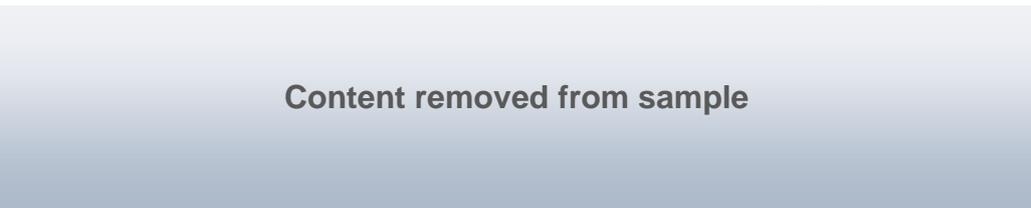


PROSPECTS AND OPPORTUNITIES

Ongoing structural drop expected after A peak in 2022



Paradoxically the footwear industry faces product shortages



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Category increasingly characterised by sneakers and the sustainability trend and threatened by growing demand for second-hand footwear

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CATEGORY DATA

Table 1 Sales of Footwear by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
Children's Footwear	Data removed from sample					
Men's Footwear						
Women's Footwear						
Footwear						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Footwear by Category: Value 2016-2021

EUR million	2016	2017	2018	2019	2020	2021
Children's Footwear	Data removed from sample					
Men's Footwear						

Women's Footwear
Footwear

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Footwear by Category: % Volume Growth 2016-2021

% volume growth

2020/21 2016-21 CAGR 2016/21 Total

Children's Footwear
Men's Footwear
Women's Footwear
Footwear

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Footwear by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

Children's Footwear
Men's Footwear
Women's Footwear
Footwear

Data removed from sample

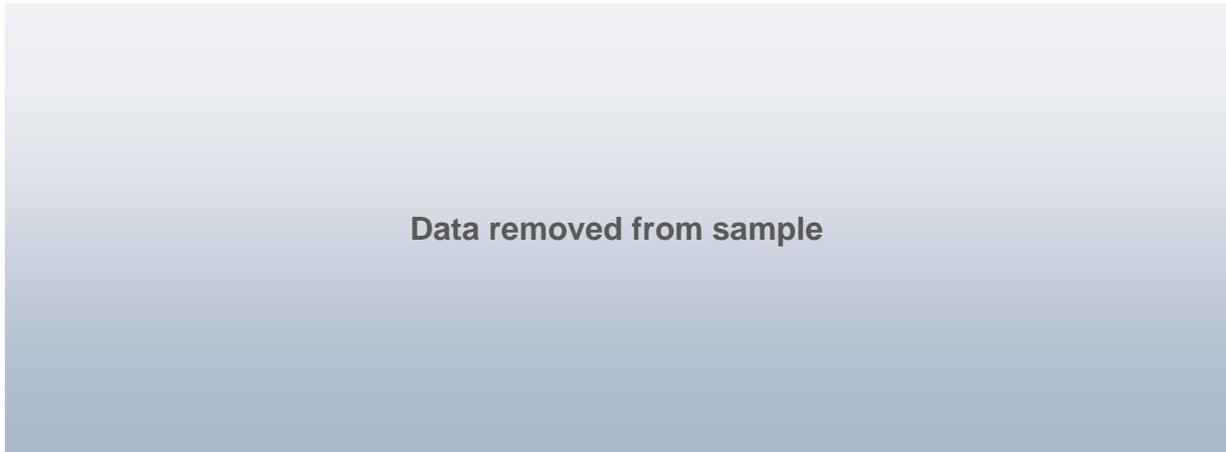
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Footwear: % Value 2017-2021

% retail value rsp
Company

2017 2018 2019 2020 2021

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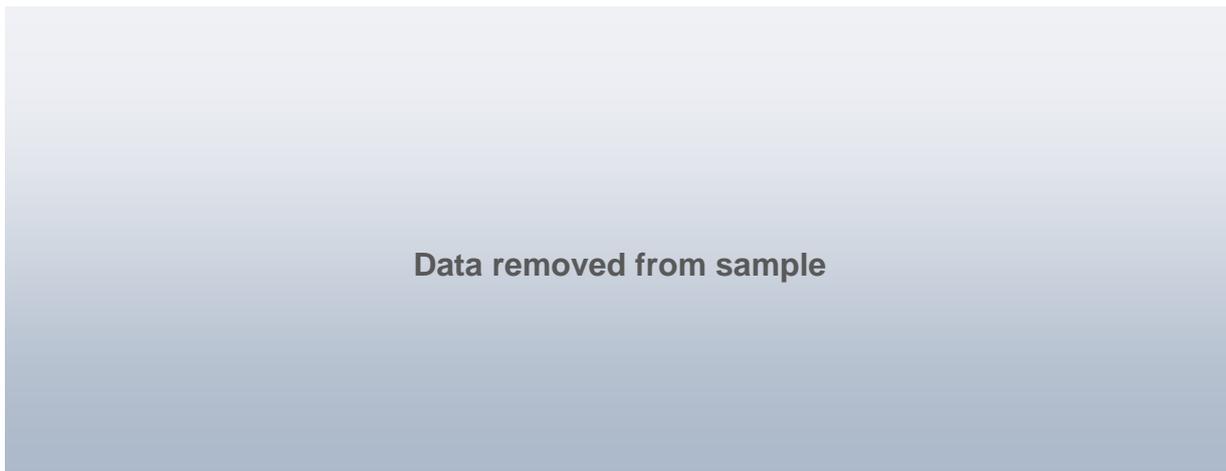


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Footwear: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Distribution of Footwear by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
- Non-Grocery Specialists						
-- Apparel and Footwear Specialist Retailers						
-- Leisure and Personal Goods Specialist Retailers						
--- Sports goods stores						
--- Other Leisure and Personal Goods Specialist Apparel Retailers						
-- Other Non-Grocery Apparel and Footwear Specialists						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- E-Commerce						

- Vending
Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Footwear by Category: Volume 2021-2026

'000 units

2021 2022 2023 2024 2025 2026

Children's Footwear
Men's Footwear
Women's Footwear
Footwear



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Forecast Sales of Footwear by Category: Value 2021-2026

EUR million

2021 2022 2023 2024 2025 2026

Children's Footwear
Men's Footwear
Women's Footwear
Footwear



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Forecast Sales of Footwear by Category: % Volume Growth 2021-2026

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

Children's Footwear
Men's Footwear
Women's Footwear
Footwear



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 Forecast Sales of Footwear by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

Children's Footwear
Men's Footwear
Women's Footwear
Footwear

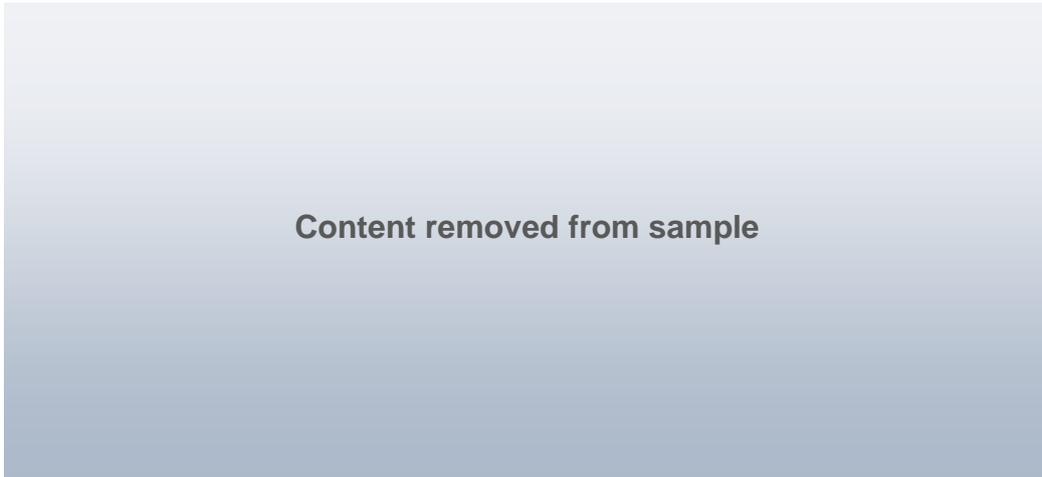


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

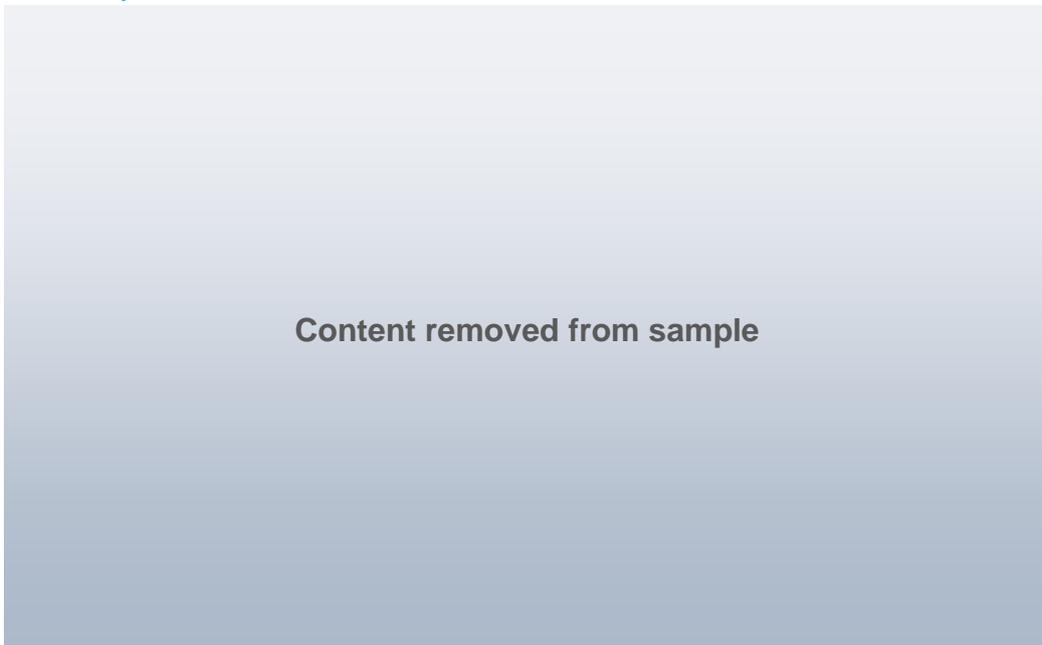
APPAREL AND FOOTWEAR IN FRANCE - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Apparel and footwear in 2021: The big picture

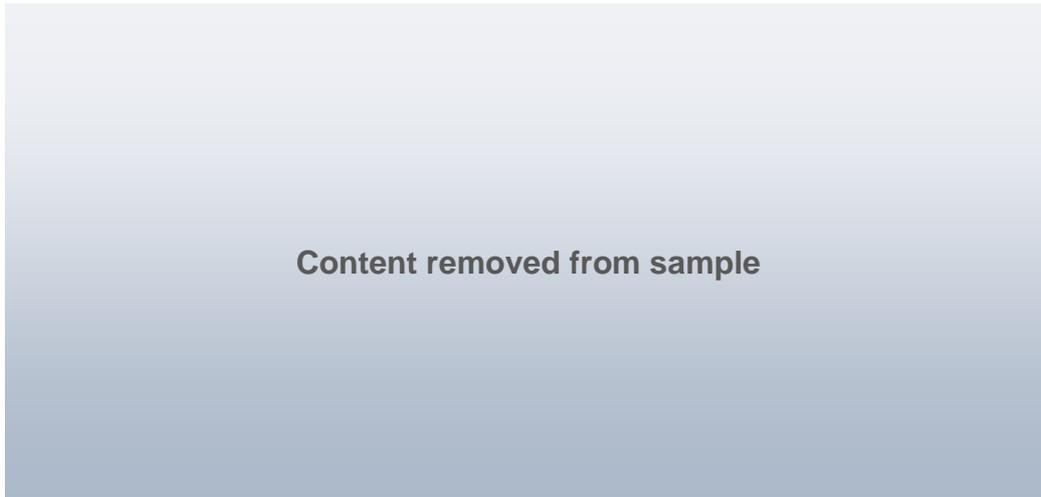


2021 key trends

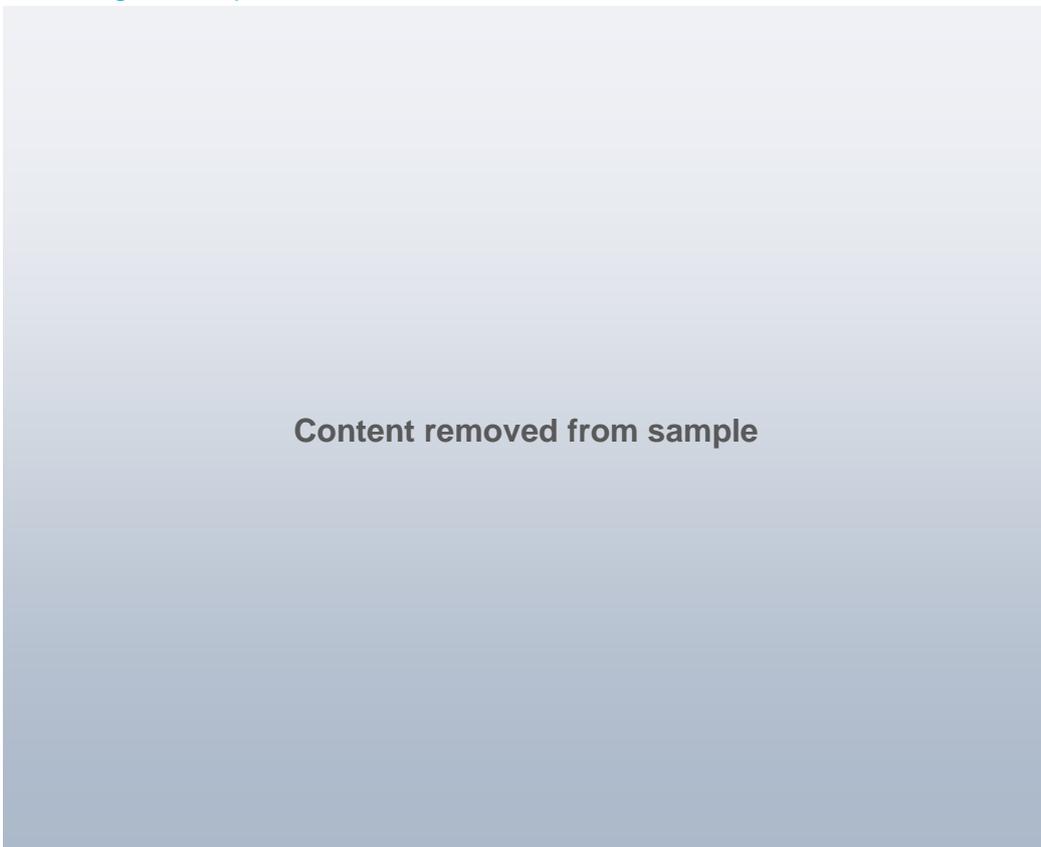


Competitive landscape

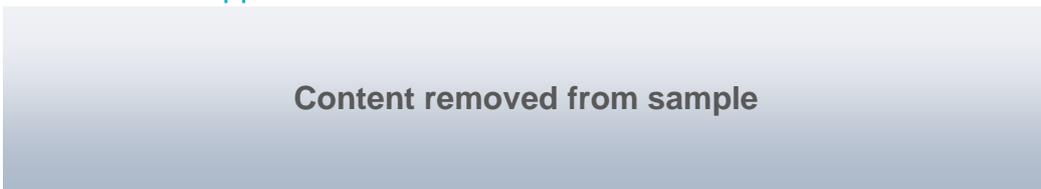


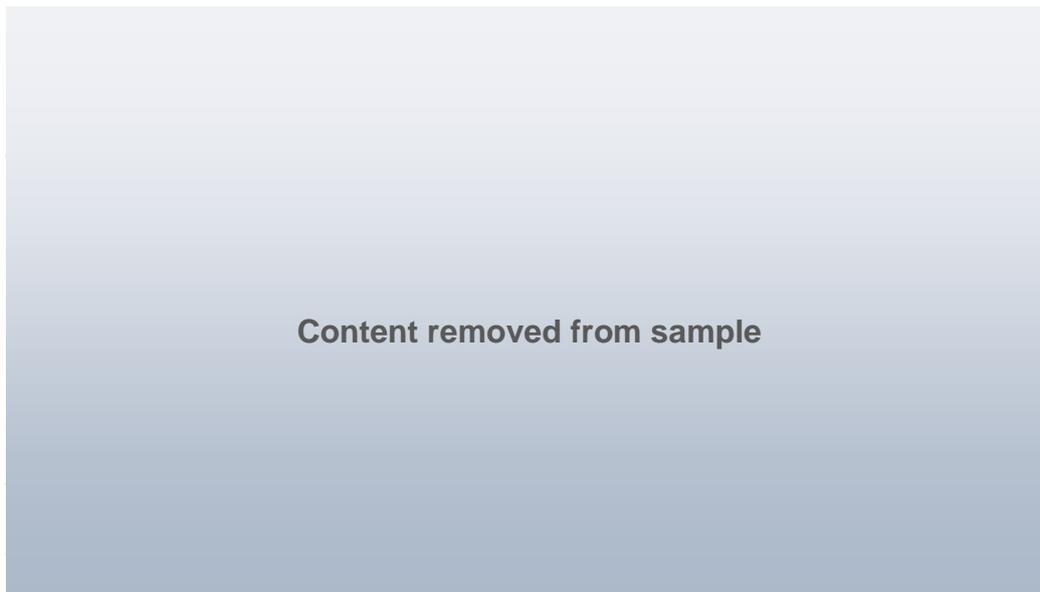


Retailing developments



What next for apparel and footwear?





MARKET DATA

Table 12 Sales of Apparel and Footwear by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
Apparel	Data removed from sample					
Footwear						
Apparel and Footwear						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Note: Sportswear volume not researched

Table 13 Sales of Apparel and Footwear by Category: Value 2016-2021

EUR million	2016	2017	2018	2019	2020	2021
Apparel	Data removed from sample					
Footwear						
Sportswear						
Apparel and Footwear						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total

Apparel
Footwear
Apparel and Footwear

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Sportswear volume not researched

Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

Apparel
Footwear
Sportswear
Apparel and Footwear

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 NBO Company Shares of Apparel and Footwear: % Value 2017-2021

% retail value rsp
Company

2017 2018 2019 2020 2021

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Distribution of Apparel and Footwear by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
- Non-Grocery Specialists						
-- Apparel and Footwear Specialist Retailers						
-- Leisure and Personal Goods Specialist Retailers						
--- Sports goods stores						
--- Other Leisure and Personal Goods Specialist Apparel Retailers						
-- Other Non-Grocery Apparel and Footwear Specialists						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- E-Commerce						
- Vending						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2021

% retail value rsp

	Apparel	Footwear	Sportswear
Store-Based Retailing	Data removed from sample		
- Grocery Retailers			
-- Modern Grocery Retailers			
--- Convenience Stores			
--- Discounters			
--- Forecourt Retailers			
--- Hypermarkets			
--- Supermarkets			
-- Traditional Grocery Retailers			
- Non-Grocery Specialists			
-- Apparel and Footwear Specialist Retailers			
-- Leisure and Personal Goods Specialist Retailers			
--- Sports goods stores			
--- Other Leisure and Personal Goods Specialist Apparel Retailers			
-- Other Non-Grocery Apparel and Footwear Specialists			
- Mixed Retailers			
-- Department Stores			
-- Mass Merchandisers			
-- Variety Stores			
-- Warehouse Clubs			
Non-Store Retailing			
- Direct Selling			
- Homeshopping			
- E-Commerce			
- Vending			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: AP = apparel; FW = footwear; SW = Sportswear

Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
Apparel	Data removed from sample					
Footwear						
Apparel and Footwear						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Sportswear volume not researched

Table 21 Forecast Sales of Apparel and Footwear by Category: Value 2021-2026

EUR million	2021	2022	2023	2024	2025	2026
Apparel	Data removed from sample					

Footwear
Sportswear
Apparel and Footwear

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2021-2026

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

Apparel
Footwear
Apparel and Footwear

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Sportswear volume not researched

Table 23 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

Apparel
Footwear
Sportswear
Apparel and Footwear

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 13 December 2021

Report closing date: 28 February 2022

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2021 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources

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- [Redacted]
- [Redacted]
- Trade Associations
- [Redacted]
- Trade Press
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]





Source: Euromonitor International