



Euromonitor
International

Menswear in France

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for menswear is driven by sustainability and innovation

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Menswear balances modern casual with the vintage style resurgence

Eco-conscious consumers favour sustainable and convenient options

Chart 3 - Asphalte Le Nouvel Uniforme – a Sustainable and Convenient Concept for the Summer

WHAT'S NEXT?

Brands are expected to blend style and practicality to capture the swimwear market

Environmental awareness is set to shape consumer purchasing decisions

Chart 4 - Neo-Worker Style by Le Temps des Cerise

COMPETITIVE LANDSCAPE

Decathlon leads the highly fragmented market with a focus on sportswear

Product innovation and celebrity partnerships are among key competitive strategies

CHANNELS

Sports retailers grow through online sales and athleisure demand

Pop-up stores help to revitalise the image of department stores

Retail e-commerce gains traction as consumers increasingly value convenience

PRODUCTS

Dior uses technology for virtual try-on sessions

Chart 5 - Jules Launches Generative AI-Designed Retro Collection

Brands embed sustainability in their core business mission

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in France - Industry Overview

EXECUTIVE SUMMARY

Sustainability and technology are key drivers in apparel and footwear in France

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Fast fashion drives market polarisation and value sales

Apparel remains the largest subcategory despite a slowdown in growth

Sportswear drives growth with sustainability and technology

Chart 8 - Naumy Flash - the New Local Store-Based Retailer vs Pure Players in Fast Fashion

WHAT'S NEXT?

Ongoing market polarisation and a demand for affordability will shape apparel and footwear

Sustainability and technology are expected to influence product innovation

Omnichannel strategies will remain key to players success

COMPETITIVE LANDSCAPE

Omnichannel strategies support the position of leading brands in apparel and footwear
Groupe Beaumanoir SA's acquisition boosts its presence in sportswear

CHANNELS

Specialist retailers and retail e-commerce offer strong product selections and competitive prices
Omnichannel strategies and affordability are key drivers of sales

PRODUCTS

AI and tech innovation drives product customisation
Chart 9 - The Gen AI from Imki Helps To Create the Jonak's Laces More Capsule Collection
Sustainability and inclusivity influence product design
Chart 10 - Marine Serre – a Sustainable Luxury Local Brand that Creates with Durable Linen

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in France 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in France 2025
Chart 14 - Consumer Landscape in France 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-france/report.