French men's ready-to-wear market ends 2019 on a high, says Kantar

By Christel Divert - 20 February 2020

Menswear is resilient in France. The men's ready-to-wear market posted a 5.4% rise in France in the last quarter of 2019, which closed at the end of December. A far from negligible increase - especially given the lacklustre market context overall - that was worth an extra €111 million in sales. And this despite the strikes across the country, which particularly affected transport services in Paris and the region in December.
Menswear market growth in Q4 2019 was driven by purchases of budget brands, which increased by 16%, while the revenue from end-of-season sales and special promotions fell by 7%.

Unsurprisingly, e-tail continued to carve out an increasingly large slice of the market. In the period in question, online sales rose by 23%, their share of the menswear market rising to 17.5%. Established web giants like Amazon and Zalando, with their aggressive pricing policies, were the main contributors to this dynamic. On average, men bought €77 worth of apparel online in Q4 2019, €9 more than in Q4 2018, while at the same time spending €90 in-store, only an extra €2 compared to the previous year.

In terms of retail chains, Intersport rose to the top of the table, growing its market share to 5.7% from 5.4% the previous year, and overtaking Celio, whose share fell from 6.3% to 5.4%. Galeries Lafayette lost 1.1% in market share, falling to 4.1% and sharing third place with Jules, which lost 0.3%.

**Breakthrough by Lacoste**

While Intersport was buoyant, this wasn’t the case for all sport retailers: Decathlon stayed fourth overall but lost 0.2% market share in the quarter, down to 3.3%, finishing just ahead of Kiabi which remained stable at 3.2%. Among the rising names, Armand Thiery gained 0.6% to reach a share of 2.6%, while Lacoste was a remarkable top-10 new entry in eighth place with a 2% share, the same as Devred.

In Q4 2019, the men's ready-to-wear market in France accounted for 32.7% of total ready-to-wear consumer spend, up from 31.8% in 2018.

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