

## Footwear Retailing - France - April 2017

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“The French footwear specialists are in trouble. Some have been growing, but many of the established names on the high street and out-of-town are in decline. The market is oversupplied with retailers and the traditional players are struggling to give consumers reason to choose to shop there.”

– **Natalie Macmillan, Senior European Retail Analyst**

This report looks at the following areas:

- Which retailers had been used for footwear shopping, in-store and online
- Agreement with a variety of attitude statements towards shopping for footwear

The footwear specialists are losing market share in France, and the market leader, Vivarte is in serious trouble. Growth in spending has been subdued and the traditional store-based footwear chains have found their share of spending eroded by non-specialists. Competition has grown from the fast fashion chains expanding their offer into footwear, from sports goods retailers catering to the casual end of the market, particularly men, and last but not least by online generalists, such as Amazon, and specialists, two of which are French, Sarenza and Spartoo. There are a large number of specialist footwear chains in France, both high-street and out-of-town, but many are struggling to provide compelling reasons for consumers to choose to shop there.

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### DID YOU KNOW?

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Retail offering

## Deichmann Schuh

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