

Sports Goods Retailing - France - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the sports goods retailing sector and how it is recovering from this
- The impact of rising living costs on French consumers and how this is affecting the sports goods retailing sector
- The winners and losers in the sports goods retailing sector as we emerge into the post-COVID recovery phase
- How people shop for sports goods and which retailers they use
- Interest in sports goods innovations among sports goods buyers
- The development of the online channel within the sports goods category and the boost given to it by the COVID-19 outbreak

Sports goods retailers have been well placed to benefit from the increased focus on health and wellbeing that is one of the legacies of the pandemic. Over two-thirds (69%) of French consumers had bought some kind of sports product over the last year, rising as high as 85% of men aged 16-34.

The growing cost of living crisis is one of the biggest threats to the mainly discretionary sports goods sector. Some retailers are looking for ways to offer cheaper buying options, such as buying second-hand or renting, and in future these will become integral parts of their business model. These are also ways to support the circular economy, tying in with the growing trend in conscious consumerism.

Specialist retailers are the most important channel for buying sports goods, but as the athleisure trend and casualization of society continues, they have faced increased competition from the mainstream fashion and footwear retailers as well as the generalist online retailers such as Amazon. For some more affluent consumers, rising prices can result in a decision to move upmarket and spend more on quality products that are likely to last. The growing direct to consumer business of the international sports brands, like Nike and Adidas, is likely to capture more of this premium end spending.



“The interest in wellness that has emerged from the pandemic has had a positive effect on sports goods retailers in France, but the sector is a discretionary one and the cost of living crisis has the potential to hold back sales.”

– **Natalie Macmillan, Senior European Retail Analyst, May 2022**

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There are opportunities for retailers to engage in marketing and promotions around the hosting of the Olympic and Paralympic Games in France in 2024, while the huge growth in cycling as a result of electric bikes along with government investment in infrastructure to promote cycling, make this a key area of growth.

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- **Data sources**
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- **FEVAD – La Fédération du e-commerce et de la vente à distance – Paris**
- **EUROSTAT – Luxembourg**
- **FÉDÉRATION NATIONALE PROFESSION SPORT & LOISIRS (NATIONAL SPORTS & LEISURE PROFESSION FEDERATION) – La Rochelle**
- **MINISTÈRE CHARGÉ DES SPORTS**
- **L'INSTITUT NATIONAL DE LA JEUNESSE ET DE L'ÉDUCATION POPULAIRE (INJEP)**

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