

Re_fashion

Annual barometer
of consumption
of textiles and
footwear in France

In 2025



Who is Refashion ?

Refashion is the eco-organization for the Clothing, Household linen and Footwear (CHF) sector.

A private non-profit company, accredited by the Ministries for Ecology and the Economy, Refashion is funded by brands, retailers and manufacturers – marketers – through eco-fees.

These regulated funds, dedicated exclusively to the prevention and management of textiles and footwear waste, serve a public-interest mission: **reducing the environmental impacts of CHF throughout their life cycle.**

To find out more: www.refashion.fr



Annual barometer of textiles and footwear consumption in France

A unique and valuable source for sector stakeholders

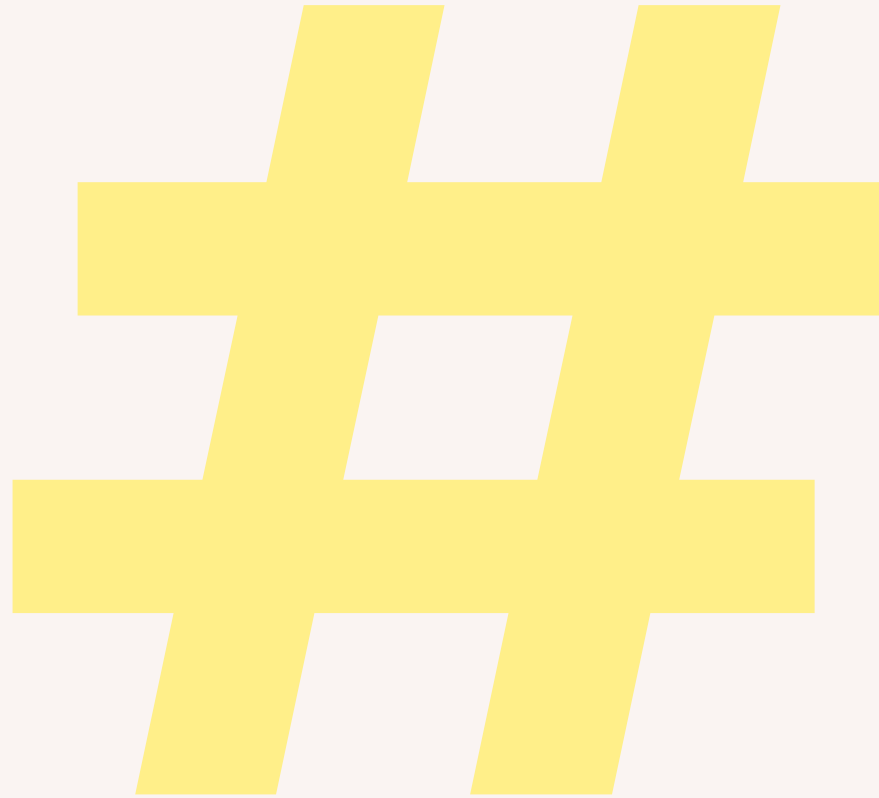
Refashion is the only stakeholder to hold national data on sold volumes, as declared by brands (over 11,000 reporting marketers).

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Volume of products placed on the market in 2025



Key figures

3,6 billion

new items sold in 2025

+ 1,5% vs 2024



Nearly **10 million**
new items placed on the market
every day

Clothing

+ 1%

vs 2024

2 954 million



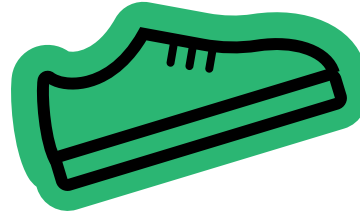
Socks/hosiery: 633 million
T-shirts: 450 million
Underwear & lingerie: 440 million

Footwear

+ 4%

vs 2024

281 million



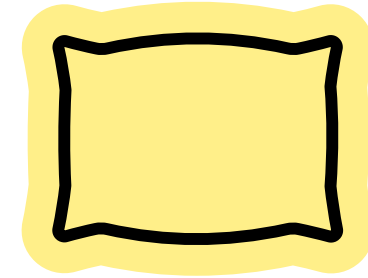
Sneakers: 109 million
Summer footwear: 72 million
Flat footwear: 31 million

Household linen

+ 1%

vs 2024

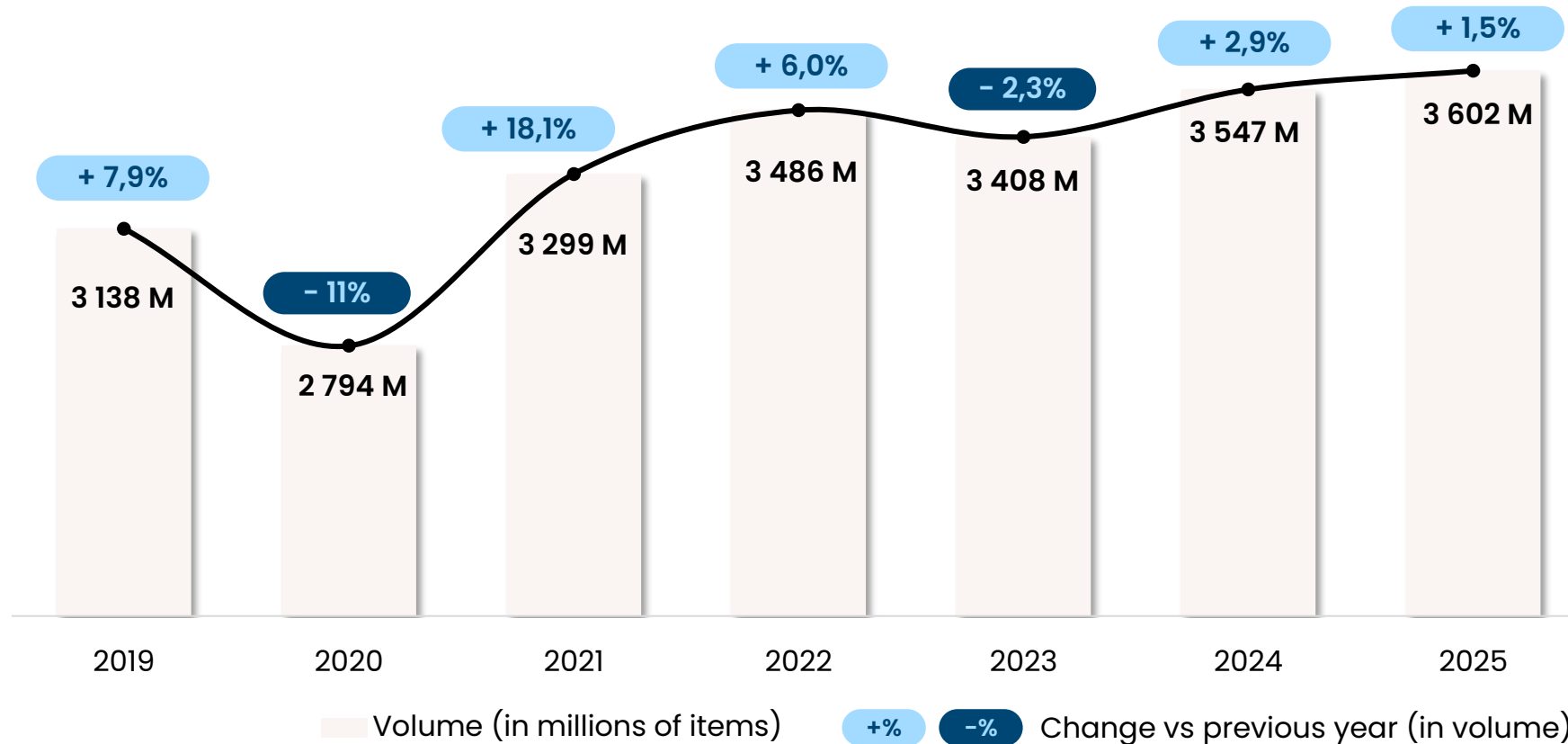
367 million



Bed linen: 118 million
Bath linen: 100 million
Table linen: 21 million




An ever-increasing volume of products placed on the market, but growth is slowing




Reading key: In France in 2025, 3 602 million textiles and footwear items were placed on the market, representing a 1.5% increase compared with 2024.

Focus on the increase in products placed on the market

	Change vs 2024	Weight in sales
Clothing	+39 M +1%	82%
Household linen	+3 M +1%	10%
Footwear	+11 M +4%	8%

Women +3%	Men +5%
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	Change vs 2024	Weight in sales
Women	+30 M +3%	45%
Men	+27 M +5%	25%
Children	+2 M +0,5%	20%
Baby	+12 M +5%	9%

% exclude household linen and mixed products (footwear, socks, etc.), accessories and special items.

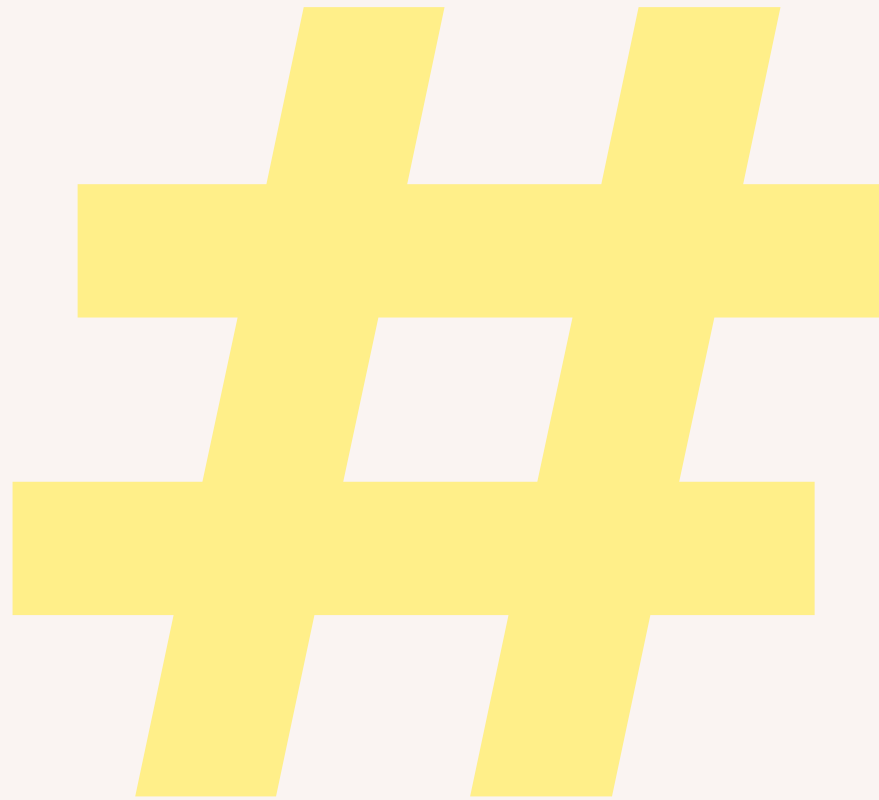
Reading key: In France in 2025, over 39 million more items of clothing were placed on the market than in 2024, representing a 1% increase.

#1

Key facts

More measured growth in textiles and footwear than in 2024

- In 2025, all segments are still growing, but more moderately than in 2024.
- **Clothing alone accounts for 73% of the increase in volume:** 39 million additional clothing items compared with 2024 (versus 67 million additional items in 2024).
- **Footwear** is the segment showing the **strongest growth**, driven by a shift toward dress shoes.
- **After a decline in baby departments, this market segment is rising, even though the birth rate is still falling.**



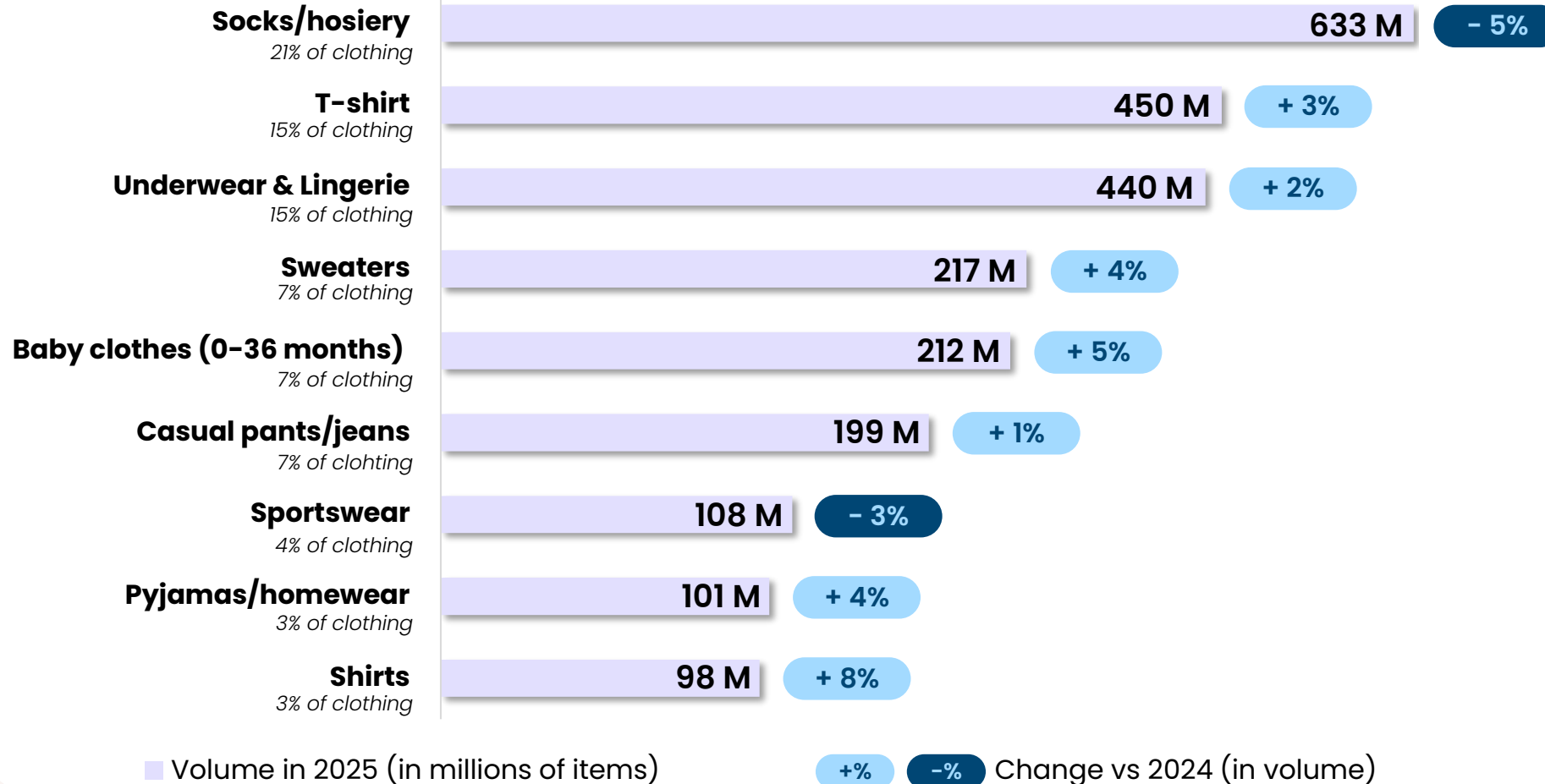
Trends in products placed on the market by category

A majority of clothing categories are increasing

2 954

million clothing items sold in 2025

+ 1% vs 2024



Reading key: In France in 2025, 450 million new T-shirt items were sold, representing 15% of the clothing market by volume. The category was up 3% compared with 2024.

A majority of clothing categories are increasing

2 954

million clothing items sold in 2025

+ 1% vs 2024



Shorts/bermuda shorts

3% of clothing

92 M + 6%

Dresses

3% of clothing

77 M - 7%

Jackets/light jackets

2% of clothing

50 M + 8%

Swimwear

2% of clothing

48 M + 6%

Coats

1% of clothing

31 M - 2%

Skirts

1% of clothing

25 M 0%

Rainwear

0,4% of clothing

12 M + 5%

Suits

0,2% of clothing

7 M + 67%

Jumpsuits/dungarees

0,2% of clothing

7 M + 7%

■ Volume in 2025 (in millions of items)

+%

-%

Change vs 2024 (in volume)

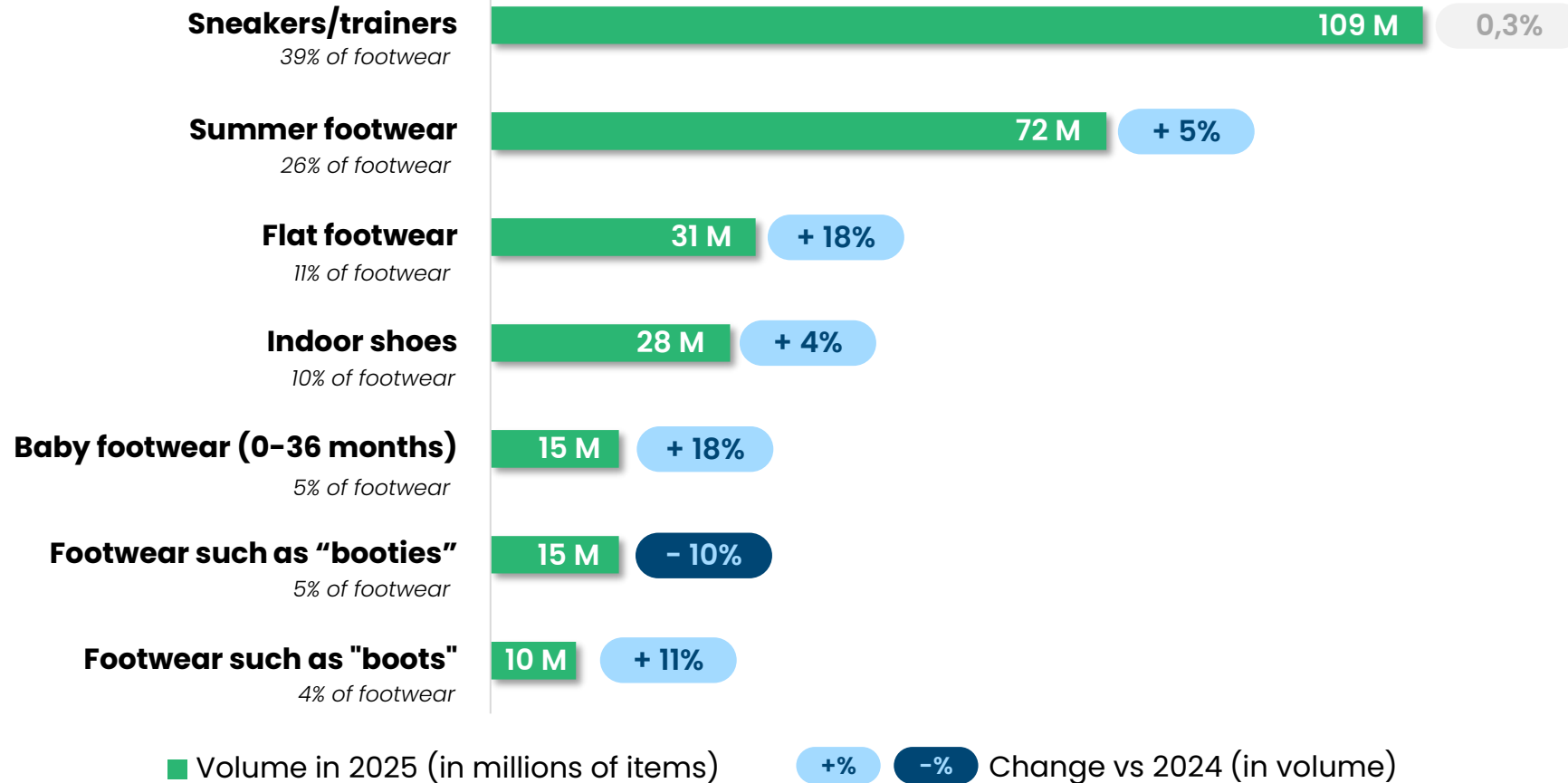
Reading key: In France in 2025, 92 million new shorts/bermuda shorts items were sold, representing 3% of the clothing market by volume. The category was up 6% compared with 2024.

A recovery that also benefits footwear

281

million footwear items sold in 2025

+ 4% vs 2024



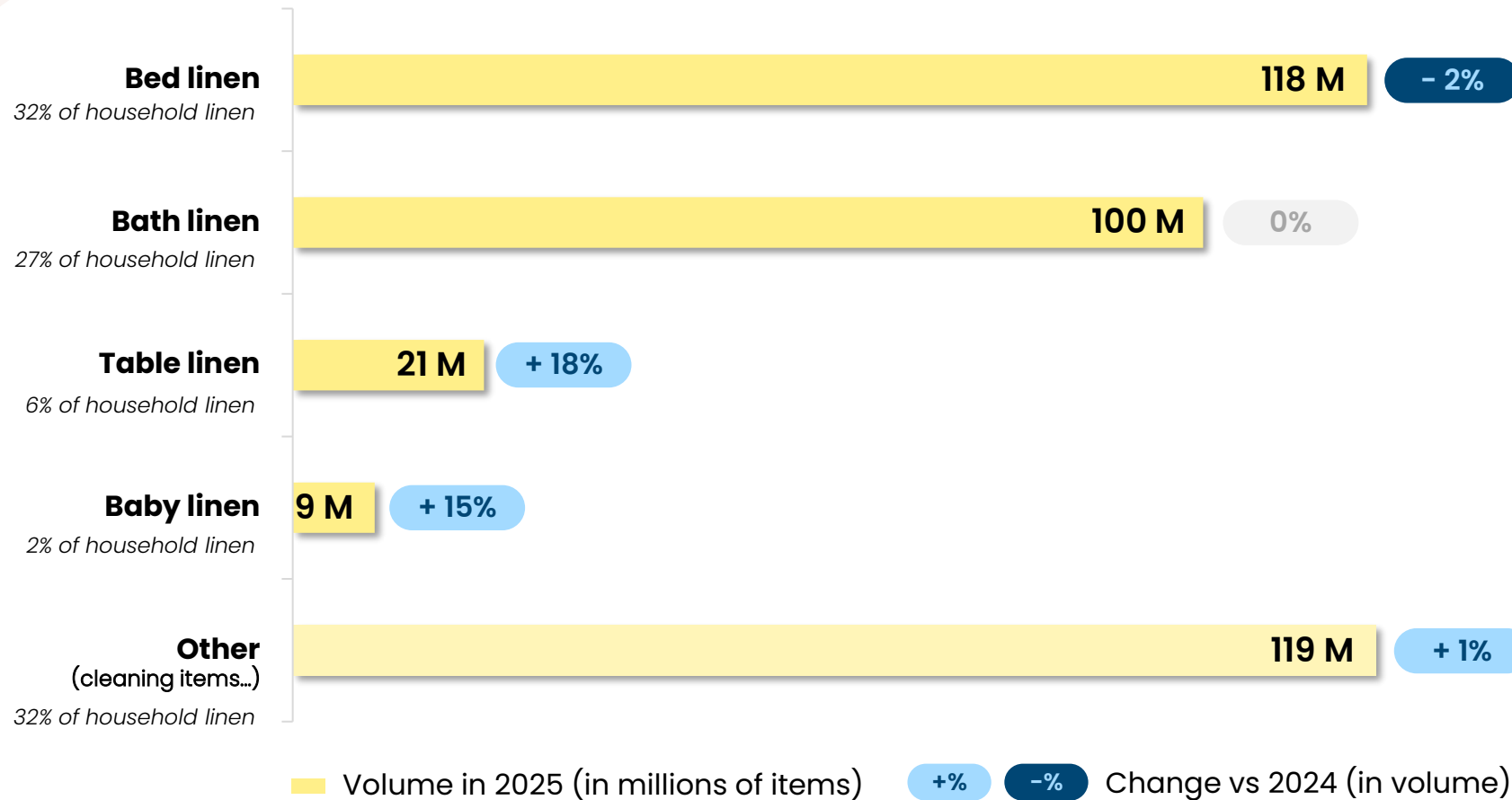
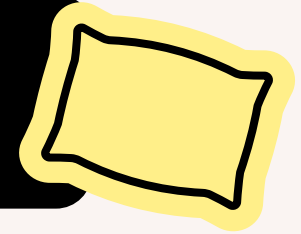
Reading key: In France in 2025, 109 million new sneakers/trainers were sold, representing 39% of the footwear market by volume. The category was up 0.3% compared with 2024.

Slight growth in household linen

367

million household linen items sold in 2025

+1% vs 2024



Reading key: In France in 2025, 118 million new bed linen items were sold, representing 32% of the household linen market by volume. The category was down 2% compared with 2024.

#2 Key facts



2 954 M

+ 1%

Clothing : an increase affecting most categories

More specifically:

- **Baby clothing:** a category that declined last year but is regaining momentum, particularly among “lower-priced” retailers and mass-market chains.
- **Shirts:** renewed interest in more formal wardrobe items, among both women and men.

Only four categories declined in 2025:

- Socks/hosiery;
- Dresses: a downward trend in consumption that is continuing this year;
- Pants and athletic wear: a trend that is losing momentum after years of growth for women, but remains strong for men;
- Coats.

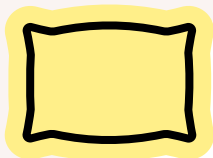


281 M

+ 4%

The footwear market is rising again, with 11 million additional pairs sold in 2025

- **Sneakers/trainers** remain the best-selling pairs, but sales are slowing.
- **Dress shoes** (flat footwear and boots) recorded the strongest growth.

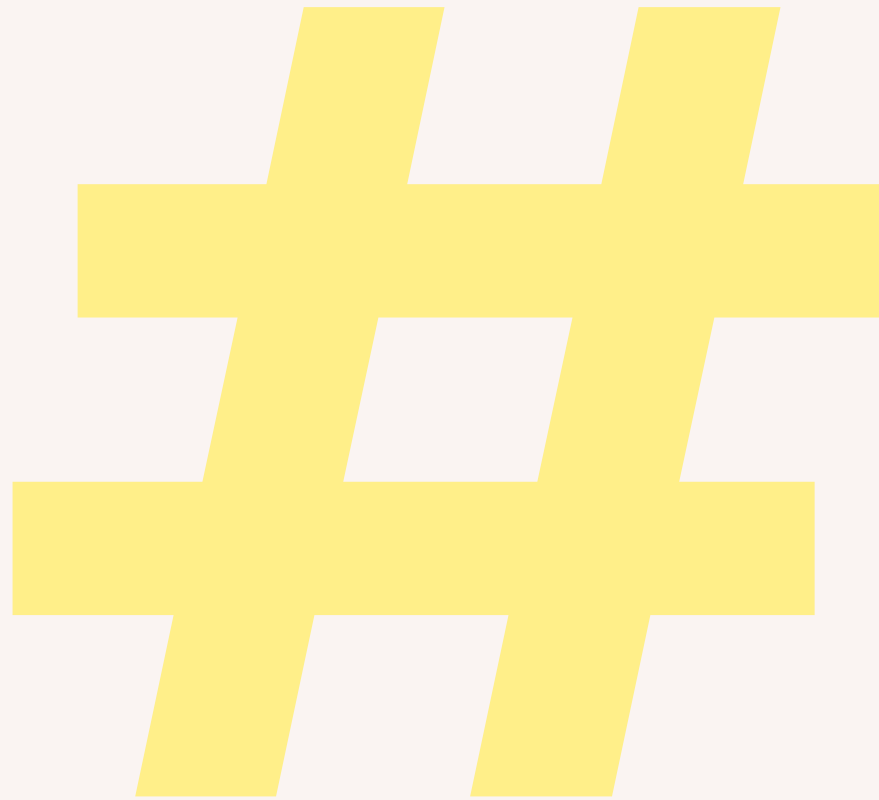


367 M

+ 1%

After two years of strong growth, household linen is slowing

- **Bed linen** is declining after two years of strong growth.
- Conversely, **table linen and baby linen** are increasing sharply.



The French wardrobe in 2025

Wardrobe in France clothing

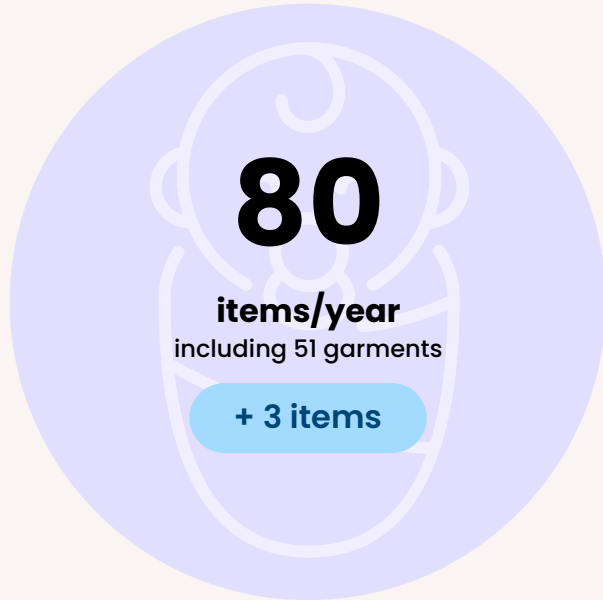
On average in 2025, on the French market, it was purchased:

43 new clothing items per French person
Including 27 garments

+ 1 item vs 2024



Baby (0-3 years)



Clothing: 48 items (+4)
Other: 3 items

Sock/hosiery & bodysuits: 29 items (-1)

Children (4-14 years)



T-shirt: 12 items
Sweaters: 5 items
Dress trousers/jeans: 5 items

Underwear, sock/hosiery & lingerie: 9 items

Women



T-shirt: 6 items
Sweaters: 3 items
Dress trousers/jeans: 3 items

Underwear, sock/hosiery & lingerie: 8 items

Men



T-shirt: 6 items
Sweaters: 2 items
Dress trousers/jeans: 2 items

Underwear, sock/hosiery & lingerie: 4 items

Wardrobe in France footwear

On average in 2025, on the French market,
it was purchased:

4 pairs of new footwear
per French person



stable vs 2024

Baby (0-3 years)



+ 1 pair

Children (4-14 years)



Sneakers/trainers: 3p
Summer footwear: 2p
Closed shoes: 1p

Women



Summer footwear: 1p
Sneakers/trainers: 1p
Closed shoes: 1p

Men



Summer footwear: 2p
Sneakers/trainers: 0,5p
Closed shoes: 0,5p

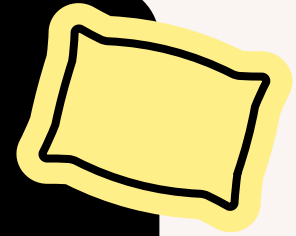
Reading key: In France in 2025, 3 pairs of new footwear were purchased in the women's department.
Excluding mixed items: socks/hosiery, indoor shoes.

Wardrobe in France household linen

On average in 2025, on the French market,
it was purchased:

12 new household linen items
per household

stable vs 2024



Bed linen



- Pillowcases: 1
- Sheets: 1
- Bedding set: 1
- Blanket: 1

Bath linen



- Bath linen and mats: 2
- Hand towel: 1

Table linen



Other (cleaning items, etc.)



Reading key: In France in 2025, 4 new bed linen items were purchased per household.

#3 Key facts

The French wardrobe in 2025: a booming baby wardrobe



43 items

+ 1 item

Clothing: a growing wardrobe, with 43 new items purchased per French person, i.e. 1 more item compared with 2024.

Women and men: wardrobes still growing, with 1 additional new item purchased compared with 2024.

Children: a stable wardrobe, mostly made up of T-shirts.

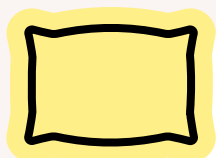
Baby: unlike last year, the baby wardrobe is being equipped, especially clothing (+4 items).



4 items

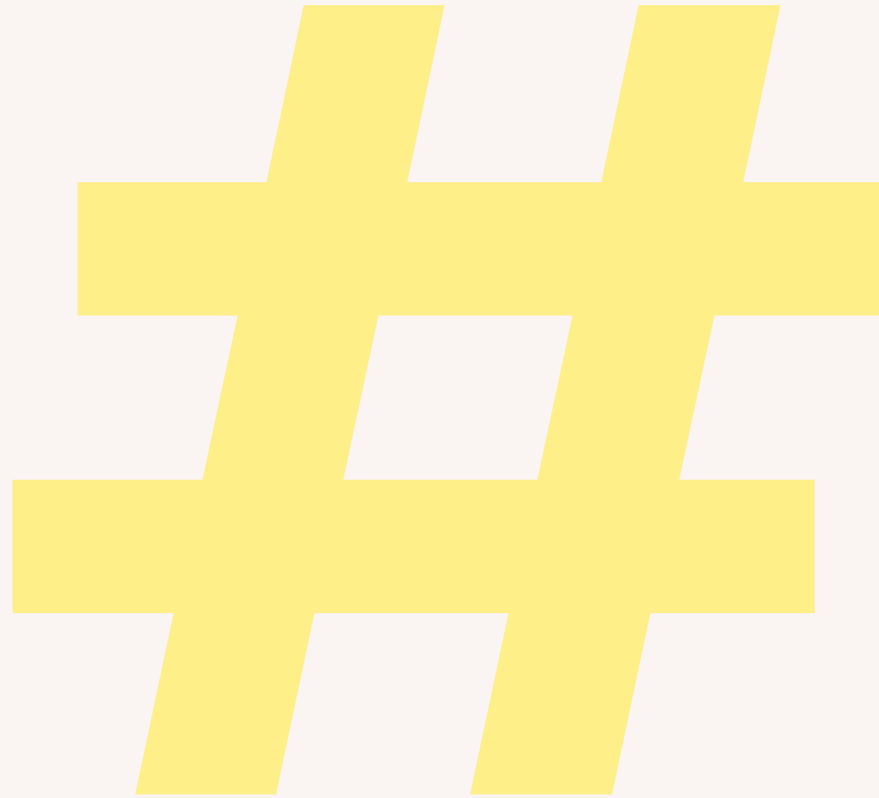
Footwear: a stable wardrobe, with 4 new pairs of footwear purchased per French person.

Only the **baby** wardrobe is increasing, with 1 additional new pair purchased compared with 2024.



12 items

Household linen: a stable wardrobe, with 12 new items purchased per household.

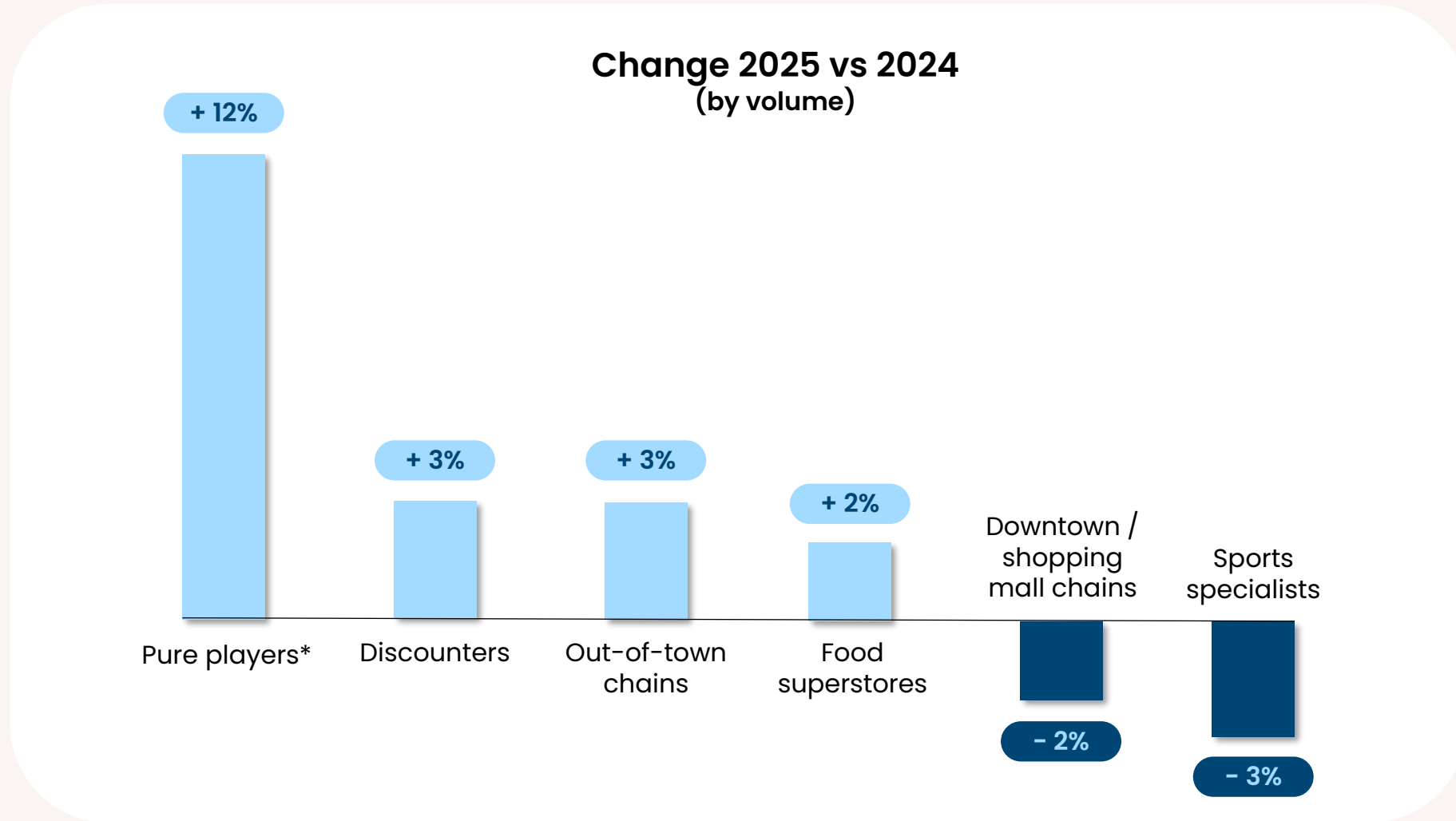


Trends in products placed on the market by player



Different realities depending on the players

Data covering 93% of products placed on the market



Reading key. In France, pure players are up +12% in 2025 compared with 2024.
*Pure players: retailers / brands that distribute exclusively online.

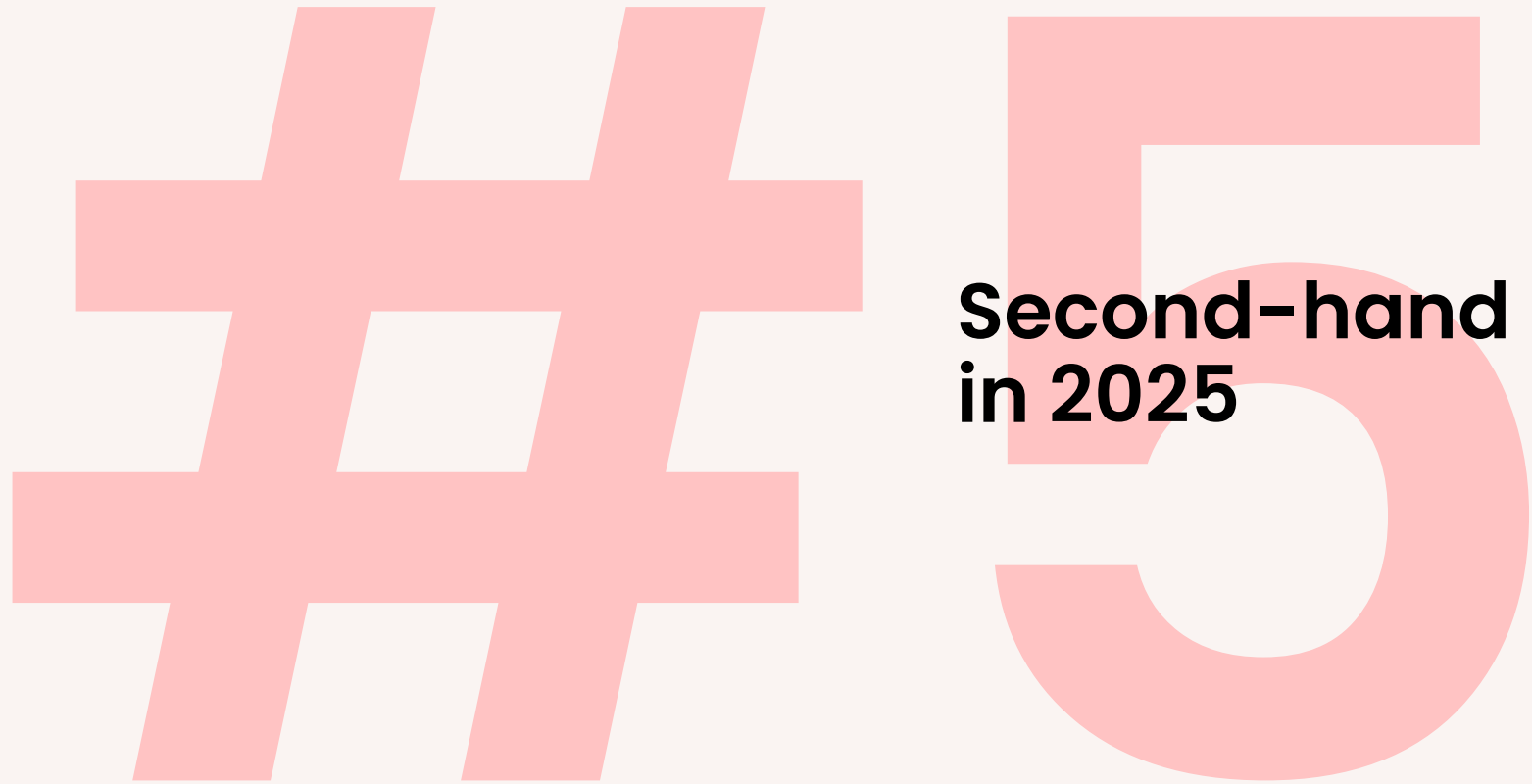
#4 Key facts

Pure players still drive the market

- **Pure players* and discounters** continue to grow, but more moderately than last year:
 - **+12% vs +29% in 2024 for pure players;**
 - +3% vs +10% in 2024 for discounters.
- **Without pure players, the market would be stable (+0.2%).**
- **Out-of-town chains** and **food superstores** show increases, while downtown chains and sports specialist retailers are declining.

**Pure players: retailers/brands that distribute exclusively online.*



A large, light pink graphic element is centered on the page. It features a hashtag symbol (#) on the left and the number 5 on the right. The text 'Second-hand in 2025' is overlaid on the number 5 in a bold, black, sans-serif font.

#5

**Second-hand
in 2025**

Key figures



+ 4,8%

Second-hand volume sold
in kilotons vs 2024

65,4 kt/year
of second-hand items
sold in France in 2025



This represents **7,2% of total textiles and footwear consumption volumes in 2025**



74%

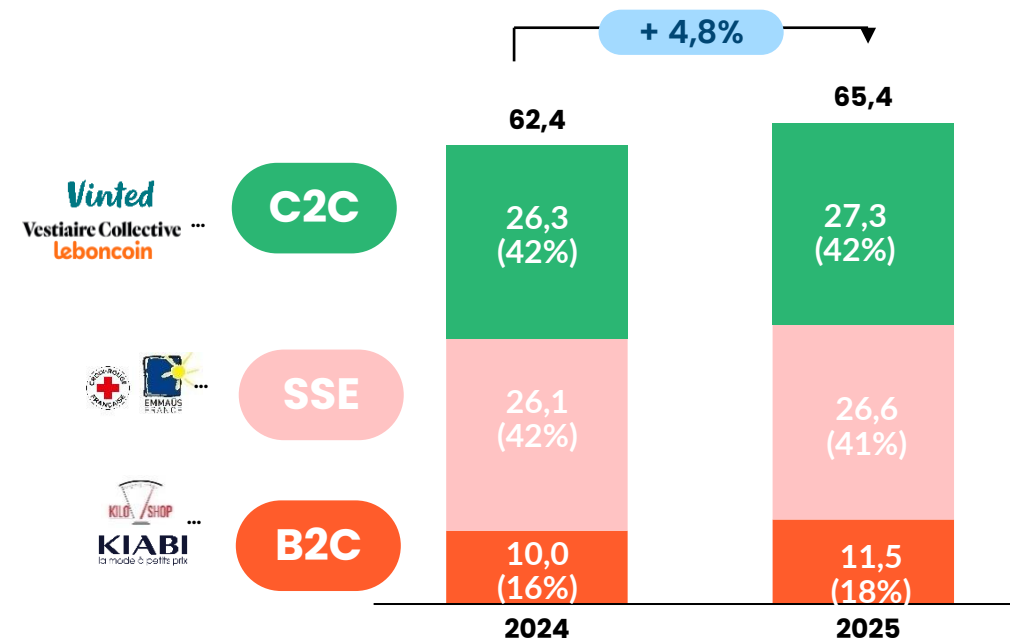
of second-hand buyers
bought a second-hand
item instead of a new
product in their last
purchase in 2023

Second-hand volumes are increasing

Contrasting dynamics depending on the players:

- **SSE volumes show a slight increase between 2024 and 2025 (+2%)**, with contrasting situations among players: growth for recycling and upcycling centers, but charitable shops and solidarity thrift shops are experiencing more difficulty.
- After several years of strong growth driven by digital platforms, **C2C volumes** are increasing more slightly between 2024 and 2025, **with growth of around +4%, a sign of a more mature market.**
- **B2C recorded a significant increase between 2024 and 2025, estimated at +15%.** This growth is primarily driven by thrift shops and vintage stores, and is also visible among retailers developing second-hand corners or departments and making reuse a priority strategic objective.

Breakdown of the volume of second-hand CHF sold in France, in kilotons



SSE: associations and establishments dedicated to social inclusion, solidarity and social utility.

C2C: profit-driven organizations facilitating connections between private individuals.

B2C: trading companies offering second-hand textiles.

Second-hand selling prices are similar to those of entry-level new items

On average, a new item costs €15.70* (€20.80* for a garment).

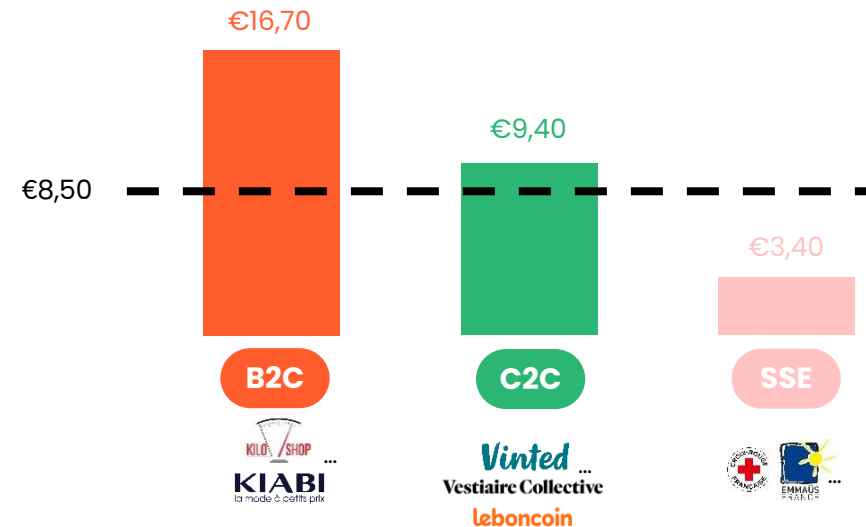
The new market remains dominated by the entry-level segment, which still represents **7 out of 10** purchases with an average price of €8.30*.

This is equivalent to the price of second-hand clothing (€8.50 on average), which conceals disparities depending on players: €3.40 for SSE and over €16.70 for B2C.

Average unit selling price (in €)

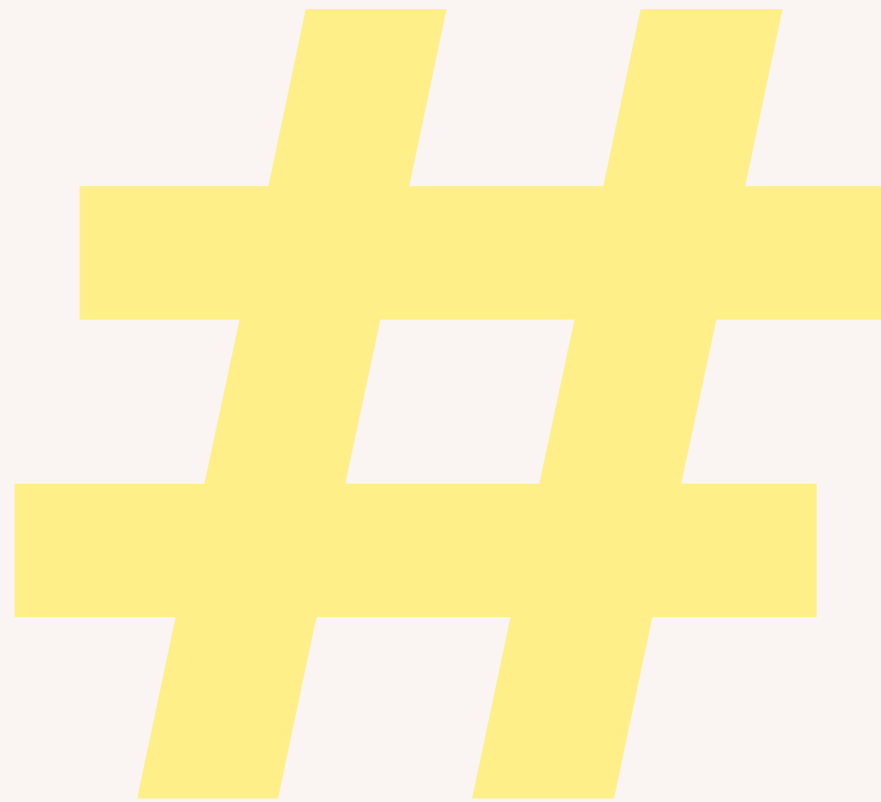
Average new CHF price: €15,70*
Average entry-level new price: €8,30*

Average second-hand price: €8,50



Source: State of play of second-hand in 2025 – Argon for Refashion.

*Source: Worldpanel by Numerator – Annual data 2025.



Key facts in 2025

Highlights in 2025

#1 More and more new items on the market

France is consuming even more new textiles and footwear in 2025: **3.6 billion items (+1.5% by volume)**.

Growth affects all targets, including the baby department.

[Discover how to ecodesign your products](#)

#2 Growth still driven by pure players

Pure players are driving the market upward; without them, the market would be stable.

Conversely, downtown/shopping mall retailers and sports specialist retailers are **declining**.

#3 “Sneakers are losing ground; dress shoes are making a comeback”

The hegemony of sneakers is showing cracks: near-stagnation (+0.3%) for the first time in years, while **dress shoes** (flat footwear, +18%) and **formal pieces** (shirts, suits) are regaining momentum. This signal reflects a return to a less casual wardrobe.

#4 Second-hand is becoming part of everyday life

Second-hand is growing: **+4.8%** by volume and represents 7.2% of textiles and footwear volumes consumed.

Its average price reaches €8.50, a level almost identical to entry-level new items (€8.30).

[Find out more about second-hand](#)

#5 The 10 million items sold every day in France are future waste

Today, two-thirds already end up in household waste, mixed skips at waste facilities, etc. – representing **649,000 tonnes incinerated or landfilled every year**. In the face of the climate emergency, a textile recycling industry commensurate with the challenges must be built quickly to recover these materials and turn them into the resources of tomorrow. The second life of your products starts with collection.

[What if you committed to collection?](#)

Re_fashion

Changemakers for a desirable future