

## **Childrenswear in Italy**

Market Direction | 2023-01-25 | 21 pages | Euromonitor

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### **Report description:**

The impact of the public health emergency on childrenswear in the wake of the outbreak of COVID-19 was less severe at the height of the pandemic than it was on menswear and womenswear. As in other periods of economic downturns, demand for childrenswear was maintained as children grow fast and need bigger sizes regularly. Moreover, parents normally prefer to renounce or reduce purchases for themselves, rather than for their children. In 2021, childrenswear registered healthy growth in both retail...

Euromonitor International's Childrenswear in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Childrenswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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January 2023

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Return to in-school lessons drives growth in boys' and girls' apparel, while girls' apparel takes inspiration from womenswear

Fast-fashion brands continue to dominate

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