

## **Hosiery in Italy**

Market Direction | 2023-01-25 | 20 pages | Euromonitor

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### **Report description:**

Double-digit retail volume and current value growth in 2021 saw hosiery partially recover from the steep decline in sales at the height of the pandemic, when restrictions kept consumers in their homes for long periods. As consumers started to resume pre-pandemic lifestyles, including a return to the office and classroom and social, sports and fitness and leisure norms, there were more opportunities to wear hosiery and a greater need to buy new products to add to consumers' selections or replace...

Euromonitor International's Hosiery 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: Non-Sheer Hosiery, Sheer Hosiery.

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

### Why buy this report?

- \* Get a detailed picture of the Hosiery 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.

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Hosiery in Italy  
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Hosiery continues its path towards recovery in 2022

Sheer hosiery posts rapid growth but fails to recover to pre-pandemic sales levels in 2022

Calzedonia maintains leadership of hosiery overall

##### PROSPECTS AND OPPORTUNITIES

Value sales to return to pre-pandemic levels in 2023, with volume sales failing to make full recovery by end of forecast period

Non-sheer hosiery to see growth driven by fashion trends and rising interest in sports and fitness

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