

Menswear in Italy

Market Direction | 2023-01-25 | 28 pages | Euromonitor

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Report description:

Menswear showed strong double-digit growth in value terms in 2022 and convincing positive growth in terms of value sales. The category had suffered deep declines during the pandemic as demand slumped throughout lockdowns and home seclusion, with remote working, distance learning and severe restrictions on socialising and other outdoor activities. As consumers stayed at home they felt less need to purchase new clothes and prioritised essentials. However, as the pandemic and related restrictions e...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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OVS holds on to number one position

Underwear brands turn their focus to men

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