

Italy Textile Manufacturing Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

Italy's Textile Manufacturing market is expected to register a CAGR of less than 2% during the forecast period from 2022 to 2027.

COVID-19 negatively impacted the global textile industry, and the Italian textile industry is no exception. Italy's textile manufacturing industry was experiencing a negative growth rate before 2020, and COVID-19 caused a further dip in the revenue of the textile manufacturing market. According to UN Comtrade, in 2020, the revenue of textile and apparel export decreased by 15.65% and imports by 1.73%. The slow revenue growth was observed in 2021. The revenue of the market is expected to reach its pre-pandemic level by 2023.

Sales of apparel over the online platform are supporting the market growth. The value of both import and export of textile and apparel has been decreasing continuously since 2018. The consumption of natural fiber is also declining drastically. Consumption of cotton decreased from 1,330 thousand bales in 2000 to 135 thousand bales in 2021. Some disruptive technology in manufacturing, distribution, and marketing is needed to see market its old golden days.

Italy Textile Manufacturing Market Trends

Decreasing Consumption Expenditure on Textile

The purchase of luxury goods and premium apparel highly depends on the disposable income of consumers. In the past five years from 2021, gross household adjusted disposable income per capita in Italy is playing in the range of USD 30,000 to 32,000. Most of the textile manufacturing companies in Italy are facing negative year-on-year growth over the past few years. The cotton consumption in Italy decreased from 210 thousand bales in 2014 to 135 bales in 2021. The consumption expenditure on textiles

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was at its highest peak in 2014. Then continuous negative year-on-year growth was observed from 2014 to 2020. The expenditure decreased from EUR 1,423 million in 2014 to EUR 1,140 million in 2020. This negative growth in consumption expenditure impacts negatively on the growth of the Italy Textile Manufacturing market.

Growing Ecommerce Sale of Apparel

The urban population in Italy is adopting emerging fashion trends very rapidly. The adoption of global fashion trends has been noticed in the past few years in urban areas of Italy. Consumers' inclination toward online shopping for apparel is increasing day by day. The internet penetration in Italy is increasing rapidly. According to Statista, internet penetration in Italy elevated from 61.38% in 2016 to 73.82% in 2021 and is expected to reach around 80% during the forecast period. The share of consumers who purchased fashion or sports goods online has grown from 12% in 2014 to 21% in 2019. The growth rate in e-commerce apparel purchases in Italy was steady during this period from 2014 to 2019, whereas other European countries experienced fluctuating growth rates. Due to the shift in buying behavior of the consumer, brands need to provide online stores. Many major players in the market are providing and working on improvement of the online authorized brand store to cater to the emerging needs of the consumer. For instance, In January 2022, Italy's Yoox Net-A-Porter launched a new marketplace in Europe. Yoox Net-A-Porter is an Italian online.

Italy Textile Manufacturing Market Competitor Analysis

Italy's Textile Manufacturing market is highly competitive in nature with the presence of national and international players. The market is dominated by the national player. The major strategies adopted by these companies include product innovations, expansions, and mergers and acquisitions. Kering Italia SPA, Bottega Veneta International Dolce & Gabbana Holding SRL, Max Mara Fashion Group SRL, Giorgio Armani SPA, Ferragamo Finanziaria SPA, Vicuna Holding SPA, Christian Dior Italia SRL, Fedone SRL, OTB SPA, Di.Vi. Finanziaria Di Diego Della Valle & C. SRL, and Lir SRL are some of the key players operating in Italy's textile manufacturing market

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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