

Menswear in Italy

Market Direction | 2023-11-15 | 28 pages | Euromonitor

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Report description:

Menswear is set to see a strong single-digit rise in retail current value sales over 2023 to exceed the 2019 pre-pandemic level, following the slump recorded in 2020 due to the outbreak of Coronavirus (COVID-19) and fast growth rebounds in both 2021 and 2022. The category is expected to see the highest retail current value growth in apparel and footwear over 2023. This is partly because menswear suffered more from the pandemic experience than womenswear and childrenswear. Menswear witnessed a sh...

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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Formal and elegant outerwear on the rise as men return to the office and social occasions increase

OVS remains the leading brand in menswear in Italy

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