

## **Sportswear in Italy**

Market Direction | 2023-11-15 | 20 pages | Euromonitor

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### **Report description:**

Overall, sportswear is expected to see healthy growth in retail current value terms in 2023. All categories of sportswear are predicted to continue their retail current value growth trajectories, albeit at a slower rate, compared with 2021 and 2022. Following overall double-digit retail current value growth in 2021 and strong single-digit growth in 2022, a slower increment is anticipated at the end of the review period. Sportswear saw a relatively early return to the 2019 pre-pandemic level of r...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- \* Get a detailed picture of the Sportswear 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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Euromonitor International  
November 2023

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Performance sportswear sees the highest retail value growth in 2023 due to the focus on regular sport and fitness activities

Outdoor apparel and outdoor footwear stabilise after the post-pandemic boom

Nike continues to invest in Italy to make retail value share gains in 2023

#### PROSPECTS AND OPPORTUNITIES

Shift to sportswear to stabilise amid recovery of formal wear

Focus on sports and fitness to support sales development

Brand owners to increasingly target sportswomen

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#### SOURCES

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