

## **Womenswear in Italy**

Market Direction | 2023-11-15 | 29 pages | Euromonitor

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### **Report description:**

After the slump in demand and retail current value sales in 2020, due to the outbreak of the Coronavirus (COVID-19) crisis, womenswear rebounded in 2021 and 2022. The category moved towards a full recovery, as pandemic restrictions gradually eased and lifted. In 2022 the health emergency was officially ended in Italy; however, womenswear retail volume sales failed to return to 2019 levels, as COVID-19 still impacted Italians' lifestyles. For example, the obligation to wear face masks in indoor p...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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Womenswear enjoys a return to 2019 pre-pandemic retail current value sales but retail volume sales are still in recovery

Outerwear outperforms other categories in 2023 as consumers resume work and social norms more fully

Growing polarisation resulting from the expansion of low-cost brands in Italy

##### PROSPECTS AND OPPORTUNITIES

Retail value sales set to slow down amid unit price stabilisation

E-commerce to continue to develop and grow as its presence consolidates

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