

Apparel and Footwear in Italy

Market Direction | 2023-11-15 | 96 pages | Euromonitor

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Report description:

Apparel and footwear is projected to record strong retail current value growth over 2023, albeit slower than in 2021 and 2022, when sales rebounded from a lower base following the slump caused by the Coronavirus (COVID-19) pandemic. Nonetheless, most categories, and apparel and footwear overall, are expected to exceed their 2019 pre-pandemic level of retail current value sales by the end of the review period. Similarly, apparel and footwear categories are expected to projected to post positive,...

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

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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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2023 DEVELOPMENTS

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?Other? apparel accessories suffers from the falling demand for fashion face masks but belts benefits from the return to formal situations

The return to out-of-home lifestyles and recovering demand for fashion products boost apparel accessories

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PROSPECTS AND OPPORTUNITIES

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Sports footwear brands Nike and adidas continue to lead the field

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