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Irons in Italy

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Abstracts

Formal dressing is very popular with Italians, but amongst the youngest generations it is becoming increasingly common to prefer casual outfits and consequently this is reducing the need for ironing. This, together with the increasing number of working women, has had a negative effect on demand for irons. The reduced usage of these appliances is prolonging their lifespan and reducing sales.

Euromonitor International's Irons 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 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2021 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Irons 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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