

Jeans in Italy

<https://marketpublishers.com/r/J8B5864FB4EEN.html>

Date: November 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: J8B5864FB4EEN

Abstracts

Jeans is expected to see a low single-digit growth in retail current value terms over 2023, to return to the 2019 pre-Coronavirus (COVID-19) level. Jeans started to recover in 2021, having suffered a downturn with the pandemic, as Italians limited their spending on apparel and focused on home wear and nightwear. The recovery continued throughout 2022; however, the rebound was not enough to return to the 2019 pre-pandemic level, with still fewer social occasions and remote working curbing the dem...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

Get a detailed picture of the Jeans 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.

Contents

Jeans in Italy
Euromonitor International
November 2023
List Of Contents And Tables
JEANS IN ITALY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans returns to the pre-pandemic retail current value level with the resumption of socially active lifestyles

Growing polarisation trend impacts jeans

Levi's continues to lead while celebrating its 501 jeans anniversary

PROSPECTS AND OPPORTUNITIES

Jeans' performance to be limited by high maturity

Comfort, price, sustainability and personalisation to provide key criteria when purchasing jeans

Super premium jeans to continue to expand

CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2018-2023

Table 2 Sales of Jeans by Category: Value 2018-2023

Table 3 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 4 Sales of Jeans by Category: % Value Growth 2018-2023

Table 5 Sales of Men's Jeans by Category: Volume 2018-2023

Table 6 Sales of Men's Jeans by Category: Value 2018-2023

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 8 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 9 Sales of Women's Jeans by Category: Volume 2018-2023

Table 10 Sales of Women's Jeans by Category: Value 2018-2023

Table 11 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 12 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Jeans: % Value 2019-2023

Table 14 LBN Brand Shares of Jeans: % Value 2020-2023

Table 15 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 16 Forecast Sales of Jeans by Category: Value 2023-2028

Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 19 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 20 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 23 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 24 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN ITALY

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 27 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 28 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Jeans in Italy

Product link: <https://marketpublishers.com/r/J8B5864FB4EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/J8B5864FB4EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970