

# Womenswear in Italy

<https://marketpublishers.com/r/W0D0BA6077FEN.html>

Date: November 2023

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: W0D0BA6077FEN

## Abstracts

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.

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

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

### **2023 DEVELOPMENTS**

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  
Growing competition from pre-loved or pre-owned womenswear

### **CATEGORY DATA**

- Table 1 Sales of Womenswear by Category: Volume 2018-2023
- Table 2 Sales of Womenswear by Category: Value 2018-2023
- Table 3 Sales of Womenswear by Category: % Volume Growth 2018-2023
- Table 4 Sales of Womenswear by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Womenswear: % Value 2019-2023
- Table 6 LBN Brand Shares of Womenswear: % Value 2020-2023
- Table 7 NBO Company Shares of Women's Nightwear: % Value 2019-2023
- Table 8 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
- Table 9 NBO Company Shares of Women's Outerwear: % Value 2019-2023
- Table 10 LBN Brand Shares of Women's Outerwear: % Value 2020-2023
- Table 11 NBO Company Shares of Women's Swimwear: % Value 2019-2023
- Table 12 LBN Brand Shares of Women's Swimwear: % Value 2020-2023
- Table 13 NBO Company Shares of Women's Underwear: % Value 2019-2023
- Table 14 LBN Brand Shares of Women's Underwear: % Value 2020-2023
- Table 15 Forecast Sales of Womenswear by Category: Volume 2023-2028
- Table 16 Forecast Sales of Womenswear by Category: Value 2023-2028
- Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
- Table 18 Forecast Sales of Womenswear 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 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth  
2023-2028

Table 30 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: Womenswear in Italy

Product link: <https://marketpublishers.com/r/W0D0BA6077FEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W0D0BA6077FEN.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