

# Footwear in Italy - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Footwear in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The footwear market consists of the total revenues generated through the sale of all types of men's, women's and children's shoes. It includes all footwear categories for men, women, boys and girls, but excludes sports-specific footwear. All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Italian footwear market had total revenues of \$9.0bn in 2020, representing a compound annual rate of change (CARC) of -8% between 2016 and 2020.

The Women's Footwear segment was the market's most lucrative in 2020, with total revenues of \$4.6bn, equivalent to 50.9% of the market's overall value.

The countries weak economic performance has caused household expenditures

to drop, resulting in fewer purchases on non-perishable goods such as clothing and footwear.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the footwear market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the footwear market in Italy

Leading company profiles reveal details of key footwear market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy footwear market with five year forecasts

## **REASONS TO BUY**

What was the size of the Italy footwear market by value in 2020?

What will be the size of the Italy footwear market in 2025?

What factors are affecting the strength of competition in the Italy footwear market?

How has the market performed over the last five years?

What are the main segments that make up Italy's footwear market?

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