

Womenswear in Italy

November 2023

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Womenswear in Italy - Category analysis

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

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