

Menswear in Italy

November 2023

Table of Contents

Menswear in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear comes from behind to register the fastest retail current value growth in apparel and footwear Formal and elegant outerwear on the rise as men return to the office and social occasions increase OVS remains the leading brand in menswear in Italy

PROSPECTS AND OPPORTUNITIES

Retail value growth trajectory to be undermined by slow demand dynamics and unit price stabilisation Private label is well placed to continue to expand in retail value sales and share terms Brand owners are set to continue to invest in menswear

CATEGORY DATA

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

Apparel and Footwear in Italy - Industry Overview

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 by Format: % Value 2018-2023
Table 25 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 26 - Distribution of Apparel and Footwear by Category: Volume 2023-2028
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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