

# Apparel Accessories in Italy

November 2023

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#### Apparel Accessories in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

"Other" apparel accessories suffers from the falling demand for fashion face masks but belts benefits from the return to formal situations The return to out-of-home lifestyles and recovering demand for fashion products boost apparel accessories Tie demand profits from the comeback of formal wear in the post-pandemic period

#### PROSPECTS AND OPPORTUNITIES

Apparel accessories to stabilise after fast growth, while the warmer climate trend hinders the demand for some products Use of smartphones and milder winters to curb use of gloves Ties and belts to continue to gain attention

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