

# Personal Luxury in Italy

October 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal luxury sees an increase in current retail value sales in 2023 while producers focus on sustainability and 'Made in Italy' claims

Designer apparel (ready-to-wear) thriving as Italians return to the streets

Luxury eyewear sees rising value sales in 2023

The end of the pandemic brings the sparkle back to luxury jewellery in 2023

Luxury leather goods benefits from increased travel and a growing interest in these products as investments

Luxury wearables electronics sees value sales increase in 2023

Luxury timepieces ticking along nicely with collectors eyeing investments

Luxury writing instruments and stationery on the rise in 2023 but questions remain over the relevance of these products in an increasingly digital world

Rise in value sales of super premium beauty and personal care recorded in 2023

Guccio Gucci SpA holds the lead in personal luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales look likely to increase in 2023 constant terms during the forecast period

Designer apparel and footwear (ready-to-wear) expected to remain the biggest category in value terms over the forecast period

Luxury wearables electronics is expected to be the most dynamic category as Italy goes digital

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