



# Childrenswear in Italy

January 2023

Table of Contents

## Childrenswear in Italy - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Childrenswear sales supported by rise in family allowances

Return to in-school lessons drives growth in boys' and girls' apparel, while girls' apparel takes inspiration from womenswear

Fast-fashion brands continue to dominate

#### PROSPECTS AND OPPORTUNITIES

Negative demographic challenges childrenswear volume growth

Childrenswear set to be increasingly influenced by fashion trends

Childrenswear to attract more designer brands

#### CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2017-2022

Table 2 - Sales of Childrenswear by Category: Value 2017-2022

Table 3 - Sales of Childrenswear by Category: % Volume Growth 2017-2022

Table 4 - Sales of Childrenswear by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Childrenswear: % Value 2018-2022

Table 6 - LBN Brand Shares of Childrenswear: % Value 2019-2022

Table 7 - Forecast Sales of Childrenswear by Category: Volume 2022-2027

Table 8 - Forecast Sales of Childrenswear by Category: Value 2022-2027

Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2022-2027

Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2022-2027

## Apparel and Footwear in Italy - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

### MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 12 - Sales of Apparel and Footwear by Category: Value 2017-2022

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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