



# Apparel and Footwear Specialists in Italy

March 2024

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## Apparel and Footwear Specialists in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menswear the top performer as apparel and footwear specialists continue on the slow path to recovery

Primark benefits from focus on affordability while Yves Saint Laurent benefits from new stores and renewed demand for luxury goods

Pop-up and temporary stores help build interest and excitement

#### PROSPECTS AND OPPORTUNITIES

OVS and other leading players expected to play a key role in the ongoing recovery of apparel and footwear specialists

Apparel and footwear specialists commit to making fast fashion more sustainable

Digitalisation will be key to the future success of apparel and footwear specialists

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## Retail in Italy - Industry Overview

### EXECUTIVE SUMMARY

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Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives

Sustainability in 2023 and onwards,

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Christmas Holidays

Easter

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