

Sportswear in Italy

November 2023

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Sportswear in Italy - Category analysis

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2023 DEVELOPMENTS

Performance sportswear sees the highest retail value growth in 2023 due to the focus on regular sport and fitness activities Outdoor apparel and outdoor footwear stabilise after the post-pandemic boom

Nike continues to invest in Italy to make retail value share gains in 2023

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Shift to sportswear to stabilise amid recovery of formal wear Focus on sports and fitness to support sales development

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