



# Footwear in Italy

November 2023

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## Footwear in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Footwear to see a return to 2019 retail current value sales level as consumers resume out-of-home lifestyles

Adult male consumers show more interest in footwear for different occasions to boost men's footwear

Sports footwear brands Nike and adidas continue to lead the field

#### PROSPECTS AND OPPORTUNITIES

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