

# Childrenswear in Italy

November 2023

Table of Contents

## Childrenswear in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Childrenswear sees slower retail value growth as average unit price rises slow  
Childrenswear is increasingly influenced by adult fashion trends  
OVS remains the leader in childrenswear in Italy, but low-cost rivals continue to circle

#### PROSPECTS AND OPPORTUNITIES

Growth potential to be curbed by continuous slow birth rates  
Mini-me trend and licensed products to sustain growth opportunities in childrenswear  
E-commerce is set to continue to win over consumers with convenience retailing

#### CATEGORY DATA

- Table 1 - Sales of Childrenswear by Category: Volume 2018-2023
- Table 2 - Sales of Childrenswear by Category: Value 2018-2023
- Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023
- Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023
- Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028
- Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028
- Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

## Apparel and Footwear in Italy - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/childrenswear-in-italy/report](http://www.euromonitor.com/childrenswear-in-italy/report).