

# Menswear in Italy

November 2023

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## Menswear in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Menswear comes from behind to register the fastest retail current value growth in apparel and footwear

Formal and elegant outerwear on the rise as men return to the office and social occasions increase

OVS remains the leading brand in menswear in Italy

#### PROSPECTS AND OPPORTUNITIES

Retail value growth trajectory to be undermined by slow demand dynamics and unit price stabilisation

Private label is well placed to continue to expand in retail value sales and share terms

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