

Footwear in Italy

November 2024

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Footwear in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Footwear sees solid growth but challenges remain, especially within children's footwear Innovation and creativity

Swiss brand On launches new Italian store alongside an innovative new technology

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An uncertain future for footwear

Sustainability expected to have a growing influence on the growth and development of footwear in Italy New technology could help improve and elevate the footwear market

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