



Childrenswear in Italy

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed fortunes for childrenswear in 2024 as the market faces challenges and opportunities
Sustainability trend a growing focus for consumers, retailers and manufacturers
Oniverse launches Tezenis Kids as it looks to expand into childrenswear

PROSPECTS AND OPPORTUNITIES

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Made Green in Italy certification seen to offer potential opportunities for local childrenswear companies

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Apparel and Footwear in Italy - Industry Overview

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