

Jeans in Italy

November 2024

Table of Contents

Jeans in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

A stable year for jeans in Italy but with differing performances across the price segments Innovation focusing on sustainable solutions within jeans Gucci launches its Denim Project through its newly formed Circular Hub

PROSPECTS AND OPPORTUNITIES

Economic pressures and sustainability concerns expected to limit sales of jeans Online and digital aspects to gain shares Sustainability taking on a greater role in the future of denim

CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2019-2024 Table 2 - Sales of Jeans by Category: Value 2019-2024 Table 3 - Sales of Jeans by Category: % Volume Growth 2019-2024 Table 4 - Sales of Jeans by Category: % Value Growth 2019-2024 Table 5 - Sales of Men's Jeans by Category: Volume 2019-2024 Table 6 - Sales of Men's Jeans by Category: Value 2019-2024 Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2019-2024 Table 8 - Sales of Men's Jeans by Category: % Value Growth 2019-2024 Table 9 - Sales of Women's Jeans by Category: Volume 2019-2024 Table 10 - Sales of Women's Jeans by Category: Value 2019-2024 Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2019-2024 Table 12 - Sales of Women's Jeans by Category: % Value Growth 2019-2024 Table 13 - NBO Company Shares of Jeans: % Value 2020-2024 Table 14 - LBN Brand Shares of Jeans: % Value 2021-2024 Table 15 - Forecast Sales of Jeans by Category: Volume 2024-2029 Table 16 - Forecast Sales of Jeans by Category: Value 2024-2029 Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2024-2029 Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2024-2029 Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2024-2029 Table 20 - Forecast Sales of Men's Jeans by Category: Value 2024-2029 Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029 Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029 Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2024-2029 Table 24 - Forecast Sales of Women's Jeans by Category: Value 2024-2029 Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029 Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

Apparel and Footwear in Italy - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for apparel and footwear?

MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2019-2024Table 28 - Sales of Apparel and Footwear by Category: Value 2019-2024

- Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 31 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 33 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 36 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 37 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 38 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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