

# Apparel and Footwear Specialists in Italy

March 2025

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## Apparel and Footwear Specialists in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

A difficult year for apparel and footwear specialists as more consumers shift online

New initiatives focusing on omnichannel strategies and sustainable actions

Retailers investing in sustainability

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A difficult future predicted for apparel and footwear specialists

Leading players adopting strategies to stand out from competition

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Sustainability concerns having a growing influence on the market

Retailers investing in digitalisation strategies

What next for retail?

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Opening hours for physical retail

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