

# Womenswear in Italy

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Womenswear enjoys a return to 2019 pre-pandemic retail current value sales but retail volume sales are still in recovery

Outerwear outperforms other categories in 2023 as consumers resume work and social norms more fully

Growing polarisation resulting from the expansion of low-cost brands in Italy

### PROSPECTS AND OPPORTUNITIES

Retail value sales set to slow down amid unit price stabilisation

E-commerce to continue to develop and grow as its presence consolidates

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