Clothing and Footwear Retailing in Italy- Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:
Summary
Italian fashion designers are renowned for their craftsmen culture. However, with a weakening economy, rising unemployment, and lower household income, the clothing category witnessed a negative growth, with a declining CAGR of -1.15% over 2009-2014. Over the forecast period, Italian clothing retail sales are forecast to grow at a CAGR of 0.01% and per capita spending on clothing is forecast to decline at a CAGR of -0.39%. Similar to the clothing market, many consumers are looking out for discounts for footwear purchases. The overall footwear market is forecast to decline at a CAGR of -0.29% in 2014-2019.

Key Findings
- Over the forecast period, Italian clothing retail sales are forecast to grow at a CAGR of 0.01%.
- Online expenditure on clothing is expected to registering a CAGR of 22.14% by the end of 2019.
- With a majority share of 60.8%, the total footwear market was dominated by the women's footwear category in 2014.
- A wider choice of products, convenience, and the increasing penetration of smartphones is driving the sales of clothing and footwear through the online channel.

Synopsis
"Clothing and Footwear Retailing in Italy- Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting clothing and footwear retail dynamics for men's clothing, women's clothing, children's clothing, men's footwear, women's footwear, and children's footwear from 2009 to 2019
- Sales of clothing and footwear products through the following channels from 2009 to 2019: Clothing, footwear, accessories and luxury goods specialists; department stores; other specialist retailers; online; hypermarkets, supermarkets and hard-discounters; value, variety stores and general merchandise retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs and duty free retailers
- An overview of key clothing and footwear retailers operating across Italy and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on clothing and footwear sector in the Italian retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in clothing and footwear category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including menswear, womenswear, childrenswear, men's footwear, women's footwear and children's footwear in the market, with insights on performance across key
channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the clothing and footwear market

- Analysis of key international and domestic players operating in the clothing and footwear market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

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