



Jeans in Italy

February 2026

Table of Contents

[Jeans in Italy - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Jeans in Italy remains resilient to navigate polarisation and tourism shifts

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Jeans displays modest growth amidst market polarisation

Sustainability moves from marketing to material choices in Italian denim

Chart 2 - Gabriela Hearst Launches 100% Recycled Cotton Denim Line

International tourism shifts retail mix towards destination shopping

Chart 3 - Guess Turns Denim into Destination Retail with First Italian "Guess Jeans Café"

WHAT'S NEXT?

Market polarisation set to deepen over the forecast period

Consolidation will accelerate as operating pressures mount

Sustainability and regulatory compliance drive product innovation

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Premium and economy brands gain share at expense of mid-market labels

Chart 5 - Levi's Dylan Capsule Powers Denim's Cultural Reboot

Consolidation and emerging brands reshape competitive landscape

CHANNELS

Apparel and footwear specialists lead jeans sales with strong brand presence

Retail e-commerce grows modestly, driven by economy tier sales

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

Polarised spending and sustainable shifts shape apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Households remain cautious despite easing economic pressures

Chart 7 - Itx Italia Srl Launches Lefties in Italy to Compete in Ultra-Value Segment

Diverging category dynamics define apparel and footwear

Circular business models gain traction with the introduction of specialist platforms

WHAT'S NEXT?

Ultra-value and premium players to drive further market polarisation

Tourism and lifestyle trends will drive experiential retail

Chart 8 - Falconeri Expands in Key Tourist Cities to Capture High-Spending Travel Flows

Sustainability to become a competitive strategy

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Fragmented competitive landscape as leading brands face market polarisation

Consolidation shapes the competitive landscape
Emerging players gain momentum through distinct propositions

CHANNELS

Apparel and footwear specialists lead distribution in 2025
Retail e-commerce continues to grow in apparel and footwear

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030
Chart 11 - PEST Analysis in Italy 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Italy 2025
Chart 13 - Consumer Landscape in Italy 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jeans-in-italy/report.