



Euromonitor  
International

# Apparel and Footwear Specialists in Italy

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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

#### PROSPECTS AND OPPORTUNITIES

A difficult future predicted for apparel and footwear specialists  
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Digital transformation will play a key role in the future success of apparel and footwear specialists

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