

Footwear Retailing - Italy - April 2017

Report Price: £995.00 | \$1236.29 | €1164.25

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“Italian footwear retailers have been performing well, but competition is intensifying from the expansion of the fast fashion chains and from online pureplayers. The opportunities lie in modernising footwear retailing and in selling online.”

– **Natalie Macmillan, Senior European Retail Analyst**

This report looks at the following areas:

- Which retailers had been used for footwear shopping, in-store and online
- Agreement with a variety of attitude statements towards shopping for footwear

Spending on footwear in Italy has been more robust than that on clothing in the last few years and the top ten specialist footwear chains have grown their combined sales by 20% over the last three years. Independents and traditional shoe shops remain popular, but the multiples are growing share, with PittaRosso, in particular, expanding strongly. Competition from fast fashion retailers and from online has not been as strong as in some other countries, but these two channels are building momentum. Online remains underdeveloped, but fashion is a popular category through this channel and growing fast. Only a few footwear specialists sell online, and they lag far behind the online specialists in terms of range and services offered.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 - The facts
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 - Opportunities for retailers in Italy's developing retail economy
 - The facts
 - The implications

The Market – What You Need to Know

- The economy is growing, moderately
- Footwear more resilient than clothing
- Footwear specialists account for 70% of distribution
- Footwear specialists proving resilient

Market Size

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Online undeveloped but growing via the mobile channel

Specialists missing out online

Leading Players

Globo leads

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Geox

Tods

Deichmann

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To appeal to the affluent.....

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C&J Clark

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Slow to latch on to Athleisure growth

A need to build a multichannel business

Reorganising to improve efficiency

Moving towards more structured promotional periods

Company background

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Retail offering

Deichmann Schuh

What we think

Rack concept helps Deichmann stand out

Diversifying the brand portfolio

Expanding geographically

Omnichannel outlets merge shops and online

Ship2Home responds to customer disappointment

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Ellie Goulding collection taps into celebrity interest

Where now?

Company background

Company performance

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Retail offering

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