

## ITALIAN MEN'S FASHION IN 2022

Notes by Centro Studi di Confindustria Moda for



### Performance on foreign markets in the first seven months of 2022

In the first seven months of 2022, Italian men's fashion witnessed a positive performance on foreign markets, as already occurred in the course of 2021. According to ISTAT data, exports for the period January-July 2022 increased by +6.0%, making a total of around 4.1 billion euros, while imports recorded a double digit increase of +28.6%, amounting to 3.3 billion euros.

With reference to commercial outlets, it should be emphasized that the performance was favorable for the men's fashion industry in both EU as well as non-EU areas, growing respectively by +7.7% and +4.7%. The EU market covers 45.8% of total sector exports, while the non-EU area was the biggest "purchaser", absorbing 54.2%. Similarly, in the case of imports, 41.8% of men's fashion entering our country came from the EU, while 58.2% came from non-EU countries.

In the period in question, the top destination for made in Italy menswear was Switzerland, an increase of +2.7%, confirming its position as a strategic logistical-commercial hub for the main sector designer labels, absorbing 11.9% of the Italian men's fashion total. It was followed by France, with 11.3%, and Germany (10.7%), both affected by a positive dynamic albeit with very different cadences, respectively +11.3% and +1.4%. The United States jumped to fourth place due to a very high increase of +46.7%, with a total of 390 million euros (9.6% of the total). The United Kingdom was more or less stable, in fifth place (-0.4%). Bucking the trend with respect to the average figure, in sixth place was China (227 million euros), which showed a fall in Italian sector exports of -12,6%.

Spain recorded a favorable increase with good rates, +10.9%. The Netherlands experienced a similar variation of +14.7%. This was followed by South Korea, which recorded a weak +1.1%, amounting to 3.4% of sector exports.

Among the top 15 men's fashion "clients", many nations were hit by a fall in Italian sales: in addition to China, as already mentioned, Japan experienced a non-marginal drop, equal to -22.3%, covering 3.0% of the total, while Hong Kong ceded -20.5% arriving at 110 million euros. In fifteenth place we find Russia which recorded a decrease of -26.6%.

Finally, the three destinations with an incidence of between 2.0% and 1.7% of the sector total all demonstrated a growth in men's fashion exports: these were Poland (an increase of +15.9%), Belgium (+3.9%) and Austria (+5.7%).

With regard to imports, from January to July 2022 all the main supply markets showed lively positive trends; the only exception was Romania, in eighth place, which recorded a fall of -8.5%, dropping to 156 million euros which corresponds to 4.8% of the entry flow for the menswear. Bangladesh was the top supplier of men's fashion with an incidence of 17.2% and recorded significant growth of +78.2%; it was followed by China, which dropped to second place, albeit with an increase of +25.5%, and France with a rise of +7.3%.

The increase in imports from Spain was decidedly strong (+23.5%), the Netherlands (+32.8%), as well as from Germany (+74,2%) and Turkey (+46.8%).

From January-July 2022 menswear exports grew by +6.0%, imports by +28.6%

In the first seven months of 2022 the top Italian menswear destination was Switzerland, followed by France, Germany and the United States, which leapt to fourth place

A positive performance characterized the main outlet markets. Bucking the trend were: China, Japan, Hong Kong and Russia.

The imports showed lively positive trends for all the main markets; the only exception was Romania, with a fall of -8.5%

In terms of product, the best performer was shirtwear, with increased exports of +38.6%...



**Table 1 – Italian Men's (\*) Fashion: Foreign Trade by Country**  
(January-July 2022)

1) Imports				2) Exports			
Paesi di origine	Mil. di Euro	Var. %	Quota %	Paesi di destinazione	Mil. di Euro	Var. %	Quota %
<b>TOTALE</b>	<b>3 267</b>	<b>28,6</b>	<b>100,0</b>	<b>TOTALE</b>	<b>4 073</b>	<b>6,0</b>	<b>100,0</b>
<i>di cui:</i>				<i>di cui:</i>			
<i>Intra UE27 post-Brexit</i>	1 366	19,3	41,8	<i>Intra UE27 post-Brexi</i>	1 864	7,7	45,8
<i>Extra UE27 post-Brexit</i>	1 901	36,2	58,2	<i>Extra UE27 post-Brexi</i>	2 209	4,7	54,2
<i>I primi 15 fornitori</i>				<i>I primi 15 clienti</i>			
Bangladesh	563	78,2	17,2	Svizzera**	486	2,7	11,9
Cina	362	25,5	11,1	Francia	462	11,3	11,3
Francia	263	7,3	8,0	Germania	436	1,4	10,7
Spagna	196	23,5	6,0	Stati Uniti	390	46,7	9,6
Paesi Bassi	180	32,8	5,5	Regno Unito	240	-0,4	5,9
Germania	169	74,2	5,2	Cina	227	-12,6	5,6
Turchia	165	46,8	5,0	Spagna	219	10,9	5,4
Romania	156	-8,5	4,8	Paesi Bassi	144	14,7	3,5
Tunisia	150	10,9	4,6	Corea del Sud	140	1,1	3,4
Belgio	126	38,5	3,9	Giappone	122	-22,3	3,0
Pakistan	102	70,1	3,1	Hong Kong	110	-20,5	2,7
Cambogia	86	63,7	2,6	Polonia	82	15,9	2,0
Albania	79	17,9	2,4	Belgio	79	3,9	1,9
India	72	48,7	2,2	Austria	70	5,7	1,7
Portogallo	72	22,7	2,2	Russia	63	-26,6	1,5

Fonte: Confindustria Moda su ISTAT

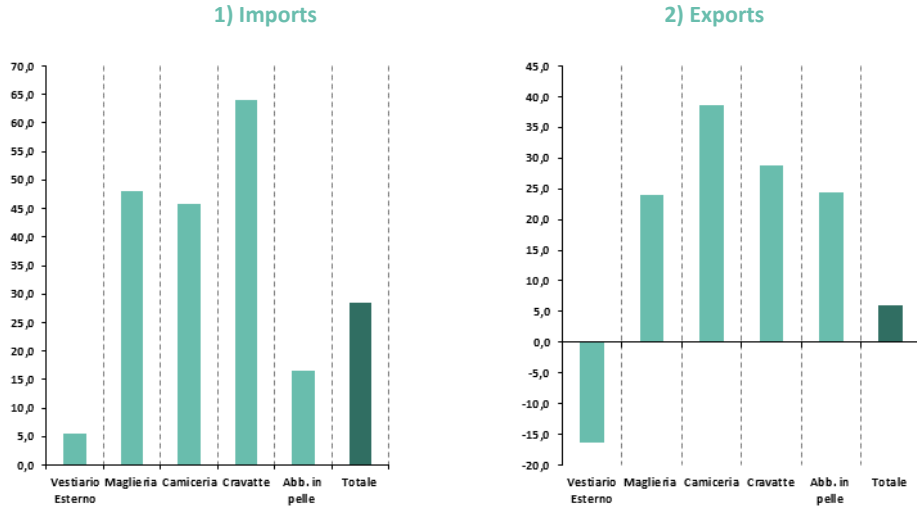
These aggregates include Junior product data  
(\*\*) Considered primarily as a logistic-commercial platform.

Looking at foreign trade in men's fashion no longer in terms of country, but in terms of product, it can be noted that there was an excellent performance with regard to exports of shirtwear, which increased by +38.6% compared to the first seven months of 2021. Positive double-digit dynamics were also recorded for ties, an improvement of +28.9%, leather wear, which rose by +24.5% and knitwear with +23.9%. Exports of ready to wear clothing bucked the trend, with a decrease of -16.3%.

With regard to imports, all the products recorded significant positive variations. The liveliest of which, equal to +64.1%, concerned ties; this was followed by knitwear and shirtwear which increased by, respectively, +48.1% and +45.8%. Leather wear imports recorded a dynamic of +16.6%, while ready to wear clothing did not exceed +5.4%.



**Figure 1 – Italian Men's Fashion: Foreign Trade by Product**  
(January-July 2022, tendential % variation)



Source: Confindustria Moda su ISTAT

2022 continues to manifest itself as a year which presents ongoing obstacles and threats to Italian men's fashion: having passed the emergency phase of the pandemic, the greatest fears now concern the pressure on costs, in terms of energy, the continuing Russian-Ukrainian conflict, as well as the possible downturn in demand due to a climate of greater uncertainty.

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