

# Marketing Study on Apparel Market In Italy



**Table of Contents**

**The Italian Market ..... 3**

**Production ..... 4**

**Consumption ..... 5**

**Trade Movement..... 6**

**Trade Movement in Italy for Textile & Apparel with Countries All Over the World: ..... 6**

**With Countries all over the world:..... 6**

**Trade Movement for Knits between Italy and other countries from all over the world in 2022-2024: ..... 7**

**Trade movement for woven apparel between Italy and countries from all over the world in 2022-2024:..... 9**

**Trade Movement for Apparel between Italy and Egypt in 2022-2024:..... 10**

**Trade Movement for Knitted Apparel between Italy and Egypt in 2022-2024:..... 11**

**Trade Movement for Woven Apparel between Italy and Egypt in 2022-2024:..... 13**

**Distribution Channels ..... 15**

**Textile Machinery ..... 15**

**Technical Requirements ..... 16**

**Tariffs on Egyptian Exports: ..... 17**

**Tariffs Imposed by Italy: ..... 17**

**Most Prominent Italian Ports: ..... 17**

**Most Prominent Italian Newspapers: ..... 17**

**Specialized Exhibitions: ..... 18**

**Affiliates: ..... 18**

**Comments ..... 19**

**Recommendations to Increase Apparel Exports ..... 19**

## The Italian Market

An overview on the economy of Italy with a review of the most important geographical, economic, and demographic indicators.

Indicator	Value
<b>Land Area</b>	294,140 Km <sup>2</sup>
<b>Location</b>	Located in southern Europe, a peninsula extending into the central Mediterranean Sea, northeast of Tunisia.
<b>Economical Indicators</b>	
Indicator	Value
<b>GDP</b>	\$ 3.133 Trillion (2024)
<b>Annual growth of GDP (%)</b>	0.7% (2024)
<b>GDP by Sector (2017)</b>	Agriculture 2%, Industry 21.7%, and Services 65.6% (2024)
<b>Inflation rate</b>	1% (2024)
<b>Unemployment rate</b>	6.8% (2024)
<b>Total Exports</b>	\$778.898 Billion (2024)
<b>Main Exported Commodities</b>	Packaged medicine, garments, cars, refined petroleum, vehicle parts/accessories (2023)
<b>Exports - Partners</b>	Germany 11%, USA 11%, France 10% and UK 5% (2023)
<b>Total Imports</b>	\$717.278 Billion (2024)
<b>Main Imported Commodities</b>	Natural gas, crude petroleum, cars, packaged medicine, garments (2023)
<b>Imports - Partners</b>	Germany 15%, France 9%, China 8%, Netherlands 6% and Spain 5 % (2023)
<b>Demographical Indicators</b>	
Indicator	Value
<b>Population</b>	60,964,931 (2024) Female: 48.2% Male: 51.8%
<b>Demographics</b>	0-14 years: 11.9% 15-64 years: 64.5% Above 65 years: 23.6%
<b>Population growth rate</b>	-0.1% (2024)
<b>Average income per capita</b>	\$53,100 (2024)

Source: The World FactBook

<https://www.cia.gov/the-world-factbook/countries/italy/>

Source: World Bank Group Open Data

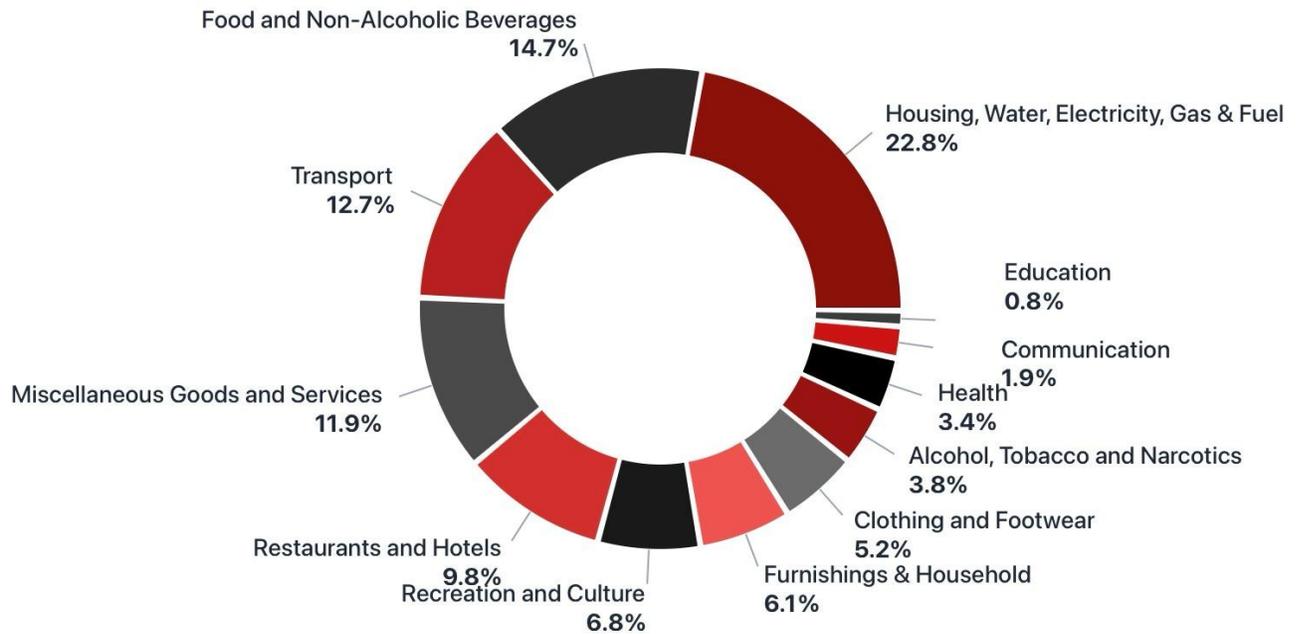
<https://data.worldbank.org/country/italy>

## **Production**

The Italian Fashion industry holds a pivotal position at the European level, leading the top five EU27 countries in terms of employees, enterprises, and turnover within the sector. Italy accounts for 41% of the total EU turnover, 22% of the total number of companies, and 27% of the total number of workers in the EU Fashion industry. The country specialization index reveals that Italy is highly specialized in the Fashion sector, with an index of 3.6, significantly outperforming Germany and France in 2022. Milan maintained its position as the world's leading fashion capital, bolstered by the 'Quadrilatero della Moda' district, which witnessed massive investments in digital shopping experiences and augmented reality throughout 2024. Major brands such as Armani, Prada, and Versace continued to lead the growth in the 'absolute luxury' sector, with the Prada Group alone achieving a 17% growth in retail revenues during the first half of 2024.

Italian companies in the Fashion sector have made strides in innovation and digitalization; however, there remains room for improvement as the shares of innovative and highly digital-intensive companies are slightly below the EU average. Finally, Italian companies in this sector exhibit brilliant environmental performance, producing fewer GHG emissions compared to the primary EU countries.

## Consumption



In 2023, the average monthly household expenditure in Italy reached €2,738, representing a nominal increase of 4.3% compared to 2022. This growth was primarily a spending effect fueled by high inflation which averaged 5.9% for the year, therefore after accounting for inflation, real consumption shows to have fallen by around -1.5%, indicating that rising prices outpaced the growth in spending.

The largest shares of the household budget remained concentrated in Housing, Water, Electricity, Gas, and Fuel (22.8%) and Food and Non-Alcoholic Beverages (14.7%). This prioritization of essentials meant that discretionary spending categories saw slower growth.

The Textile and Apparel sector (Clothing & Shoes) represented approximately 5.2% of total annual expenditure in 2023, confirming its role as a discretionary category tending to be compressed when budgets are tight. Italian household spending outside apparel continued to be concentrated in housing, utilities, transport, food, and services, broadly confirming trends seen in 2022. In contrast, services such as restaurants, hotels, recreation and transport showed relatively stronger growth than goods, indicating a post-pandemic normalization of consumption patterns, even though real purchasing power remained constrained compared to 2022.

## Trade Movement

### Trade Movement in Italy for Apparel with Countries All Over the World:

#### With Countries all over the world:

Italian exports of textiles during 2024 amounted to \$ 27,940 billion, a decrease of 0,16% compared to \$27,985 billion in 2023. Italian imports of textiles during 2024 amounted to \$19,016 billion, a decrease of 3.37% compared to \$19,680 billion in 2023. Its trade balance is estimated at approximately \$8,92 billion in 2024. The following table shows the top ten destinations for the export and import for apparel to / from Italy in 2024.

Italian Imports		Italian Exports	
Country	The value "One million" Dollar	Country	The value "One million" Dollar
Total Imports	19,016,426	Total Exports	27,940,426
China	2,436,000	France	3,703,959
Spain	2,287,481	Germany	2,675,522
France	1,662,535	USA	2,374,188
Bangladesh	1,600,942	China	2,081,347
Netherlands	1,436,272	Spain	1,628,066
Germany	1,131,169	United Kingdom	1,233,888
Belgium	807,737	Switzerland	1,206,650
Romania	793,573	Hong Kong	1,125,366
Tunisia	592,359	Korea,	1,125,366
Türkiye	551,862	Japan	971,581

## **Trade Movement for Knits between Italy and other countries from all over the world in 2022-2024:**

The following tables shows the most important imported/exported apparel (knitted) from/to Italy.

These tables show that the most important Italian imports of this 2024 were jerseys, pullovers, and cardigans, which the imports of amounted to 2,864,827 billion USD. The most important Italian exports were also jerseys, pullovers, and cardigans, which the exports of amounted to 4,246,703 billion USD.

Code	Product label 	Imported value in 2022	Imported value in 2023	Imported value in 2024 ▼
6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excl. . . .	2,907,611	2,971,786	2,864,827
6109	T-shirts, singlets and other vests, knitted or crocheted	1,947,678	2,092,180	2,130,779
6104	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	1,191,773	1,127,423	1,110,928
6115	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery . . .	510,582	515,744	540,617
6103	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	639,328	583,720	496,561
6105	Men's or boys' shirts, knitted or crocheted (excl. nightshirts, T-shirts, singlets and other . . .	351,559	410,822	402,122
6108	Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, negligés, bathrobes, . . .	492,272	426,069	397,694
6107	Men's or boys' underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar . . .	373,633	294,534	318,607
6112	Track-suits, ski-suits and swimwear, knitted or crocheted	348,854	323,503	293,449
6111	Babies' garments and clothing accessories, knitted or crocheted (excl. hats)	313,820	282,572	271,832
6114	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	249,939	227,513	207,997
6102	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	182,851	196,638	203,224
6101	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	140,657	143,514	128,337
6116	Gloves, mittens and mitts, knitted or crocheted (excl. for babies)	138,861	111,705	116,825
6106	Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excl. T-shirts and . . .	101,753	98,014	96,219
6117	Made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments . . .	72,440	75,613	79,540
6113	Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics . . .	74,017	66,630	50,447

Code	Product label	Exported value in 2022	Exported value in 2023	Exported value in 2024 ▼
<a href="#">6110</a>	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excl. . . .	4,144,552	4,323,877	4,246,703
<a href="#">6109</a>	T-shirts, singlets and other vests, knitted or crocheted	2,082,159	2,094,704	2,133,894
<a href="#">6104</a>	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	1,215,757	1,268,806	1,213,589
<a href="#">6115</a>	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery . . .	778,016	749,878	742,660
<a href="#">6105</a>	Men's or boys' shirts, knitted or crocheted (excl. nightshirts, T-shirts, singlets and other . . .	410,947	486,230	554,741
<a href="#">6103</a>	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	553,570	559,531	526,823
<a href="#">6114</a>	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	575,110	550,634	477,727
<a href="#">6108</a>	Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, négligés, bathrobes, . . .	258,831	282,090	286,056
<a href="#">6112</a>	Track-suits, ski-suits and swimwear, knitted or crocheted	220,023	222,993	216,238
<a href="#">6102</a>	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	203,344	220,459	205,231
<a href="#">6117</a>	Made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments . . .	286,299	226,457	198,731
<a href="#">6107</a>	Men's or boys' underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar . . .	179,165	171,317	167,652
<a href="#">6106</a>	Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excl. T-shirts and . . .	127,544	128,989	163,439
<a href="#">6101</a>	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	122,459	128,337	157,761
<a href="#">6111</a>	Babies' garments and clothing accessories, knitted or crocheted (excl. hats)	119,350	107,069	98,051
<a href="#">6113</a>	Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics . . .	109,622	92,922	68,799
<a href="#">6116</a>	Gloves, mittens and mitts, knitted or crocheted (excl. for babies)	50,631	63,725	49,151

## **Trade movement for woven apparel between Italy and countries from all over the world in 2022-2024:**

The following tables shows the most important imported/exported apparel (woven) from/to Italy.

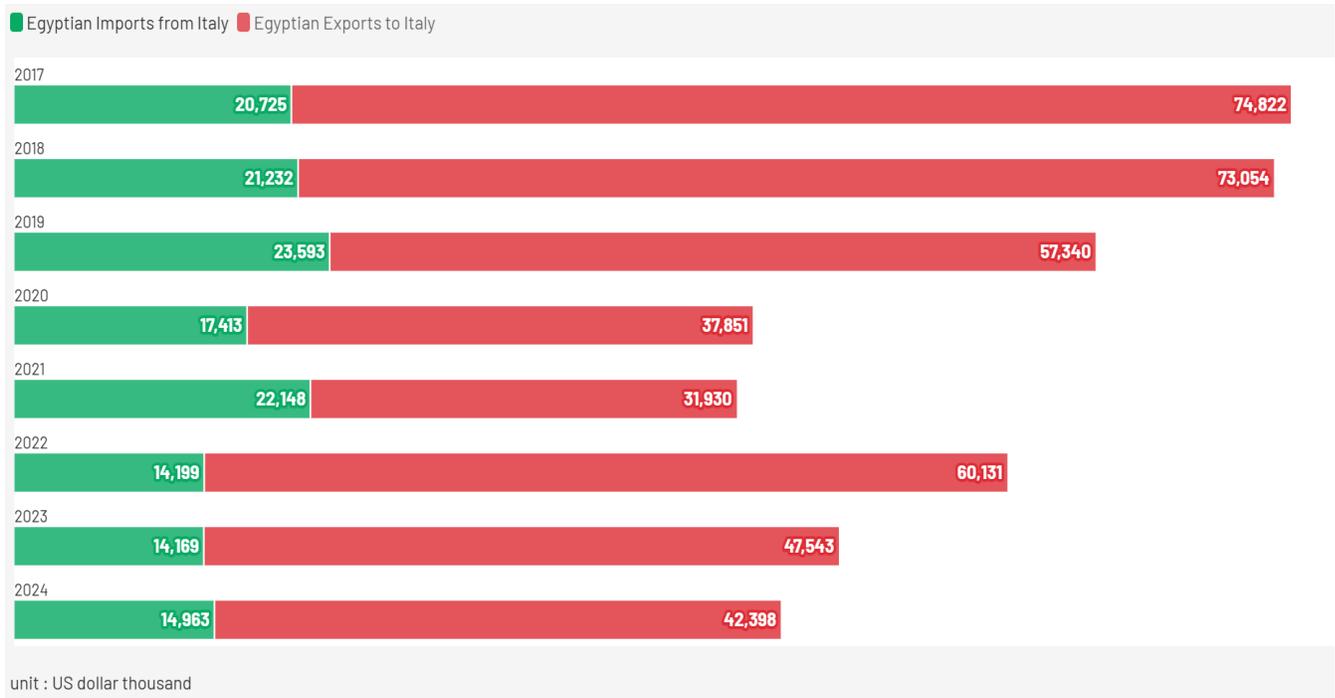
These tables show that the most important Italian imports of this 2024 were women's or girls' suits and jackets, which the imports of amounted to 2,398 billion USD. The most important Italian exports were also women's or girls' suits and jackets, which the exports of amounted to 4,523 billion USD.

Code	Product label 	Imported value in 2022	Imported value in 2023	Imported value in 2024*
<a href="#">6204</a>	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	2,226,098	2,458,655	2,398,060
<a href="#">6203</a>	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	1,861,386	1,961,778	1,859,795
<a href="#">6202</a>	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	1,215,424	1,226,283	1,200,459
<a href="#">6201</a>	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	1,189,619	1,193,210	1,102,494
<a href="#">6205</a>	Men's or boys' shirts (excl. knitted or crocheted, nightshirts, singlets and other vests)	472,387	565,083	536,270
<a href="#">6206</a>	Women's or girls' blouses, shirts and shirt-blouses (excl. knitted or crocheted and vests)	372,138	424,974	439,323
<a href="#">6210</a>	Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; ...	386,655	370,614	366,369
<a href="#">6211</a>	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excl. knitted or crocheted)	375,003	376,642	360,736
<a href="#">6212</a>	Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, ...	416,468	398,598	358,137
<a href="#">6214</a>	Shawls, scarves, mufflers, mantillas, veils and similar articles (excl. knitted or crocheted)	152,359	180,060	160,909
<a href="#">6208</a>	Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, ...	123,614	131,858	102,622
<a href="#">6209</a>	Babies' garments and clothing accessories of textile materials (excl. knitted or crocheted ...	91,440	94,266	91,002
<a href="#">6217</a>	Made-up clothing accessories and parts of garments or clothing accessories, of all types of ...	66,129	73,375	56,557
<a href="#">6207</a>	Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, ...	47,135	48,760	47,310
<a href="#">6216</a>	Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted ...	48,016	42,471	36,903
<a href="#">6215</a>	Ties, bow ties and cravats of textile materials (excl. knitted or crocheted)	14,080	15,539	12,419
<a href="#">6213</a>	Handkerchiefs, of which no side exceeds 60 cm (excl. knitted or crocheted)	2,980	3,195	2,399
Code	Product label 	Exported value in 2022	Exported value in 2023	Exported value in 2024*
<a href="#">6204</a>	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	4,220,243	4,470,441	4,523,406
<a href="#">6203</a>	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	2,372,232	2,654,222	2,622,678
<a href="#">6202</a>	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	2,106,244	2,369,330	2,503,533
<a href="#">6201</a>	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	1,787,320	1,994,078	2,112,005
<a href="#">6206</a>	Women's or girls' blouses, shirts and shirt-blouses (excl. knitted or crocheted and vests)	682,586	764,842	818,402
<a href="#">6205</a>	Men's or boys' shirts (excl. knitted or crocheted, nightshirts, singlets and other vests)	606,845	731,108	723,306
<a href="#">6214</a>	Shawls, scarves, mufflers, mantillas, veils and similar articles (excl. knitted or crocheted)	558,020	626,920	645,834
<a href="#">6217</a>	Made-up clothing accessories and parts of garments or clothing accessories, of all types of ...	752,146	703,823	612,981
<a href="#">6211</a>	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excl. knitted or crocheted)	512,709	557,908	544,862
<a href="#">6210</a>	Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; ...	645,081	617,536	527,856
<a href="#">6212</a>	Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, ...	311,592	335,645	332,536
<a href="#">6215</a>	Ties, bow ties and cravats of textile materials (excl. knitted or crocheted)	88,051	101,317	93,897
<a href="#">6208</a>	Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, ...	94,932	95,519	82,981
<a href="#">6209</a>	Babies' garments and clothing accessories of textile materials (excl. knitted or crocheted ...	51,747	62,439	69,960
<a href="#">6216</a>	Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted ...	42,294	43,557	43,072
<a href="#">6207</a>	Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, ...	29,456	24,065	22,243
<a href="#">6213</a>	Handkerchiefs, of which no side exceeds 60 cm (excl. knitted or crocheted)	8,796	10,490	10,468

**Trade Movement for Apparel between Italy and Egypt in 2022-2024:**

Egyptian exports of apparel to Italy in 2024 amounted to **42.398 million dollars**, showing a decrease of **10.82%** compared to **47.543 million dollars** in 2023. Meanwhile, Egyptian imports of apparel from Italy in 2024 reached **14.963 million dollars**, representing an increase of **5.6%** compared to **14.169 million dollars** in 2023.

As a sign of the development of the trade movement between Egypt and Italy, it should be noted that the total Egyptian exports to Italy (all products) in 2024 amounted to **2.661 billion dollars** while the imports in the same year amounted to **3.031 billion dollars**. Egyptian exports to Italy reached a significant value of **3.310 billion dollars** in 2022. The following figure shows the evolution of trade between Egypt and Italy for apparel during the last eight years:



## Trade Movement for Knitted Apparel between Italy and Egypt in 2022-2024:

The following tables present the most significant knitted apparel imported from Egypt and the key apparel items exported from Italy. The data show that Egypt's main export to Italy in this category is Men's jackets, with export values reaching 4.073 million USD in 2024. Italy's main export to Egypt is jerseys and pullovers, amounting to 1.491 million USD in the same year.

Product code	Product label 	Italy's imports from Egypt		
		Value in 2022	Value in 2023	Value in 2024 ▼
6103	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	11,555	5,444	4,073
6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excl. . . .	12,706	5,912	4,005
6115	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery . . .	5,054	5,219	2,882
6109	T-shirts, singlets and other vests, knitted or crocheted	5,637	3,843	2,576
6104	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	3,866	3,639	1,421
6111	Babies' garments and clothing accessories, knitted or crocheted (excl. hats)	784	669	1,229
6105	Men's or boys' shirts, knitted or crocheted (excl. nightshirts, T-shirts, singlets and other . . .	844	1,636	1,134
6107	Men's or boys' underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar . . .	715	678	809
6114	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	53	101	81
6108	Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, négligés, bathrobes, . . .	0	76	31
6106	Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excl. T-shirts and . . .	1	248	27
6102	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	3	8	9
6112	Track-suits, ski-suits and swimwear, knitted or crocheted	0	0	8
6117	Made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments . . .	0	0	5
6113	Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics . . .	0	0	0
6116	Gloves, mittens and mitts, knitted or crocheted (excl. for babies)	0	0	0
6101	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	117	26	0

Product code	Product label	Italy's exports to Egypt		
		Value in 2022	Value in 2023	Value in 2024 ▼
6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excl. . . .	1,862	1,574	1,491
6109	T-shirts, singlets and other vests, knitted or crocheted	1,381	1,128	1,326
6114	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	741	1,277	647
6105	Men's or boys' shirts, knitted or crocheted (excl. nightshirts, T-shirts, singlets and other . . .	516	414	354
6103	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	337	416	329
6104	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	437	404	322
6112	Track-suits, ski-suits and swimwear, knitted or crocheted	218	63	250
6117	Made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments . . .	73	46	85
6101	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	66	49	46
6102	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	43	65	41
6113	Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics . . .	8	14	33
6107	Men's or boys' underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar . . .	6	11	25
6115	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery . . .	7	10	20
6111	Babies' garments and clothing accessories, knitted or crocheted (excl. hats)	156	11	19
6106	Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excl. T-shirts and . . .	73	36	19
6116	Gloves, mittens and mitts, knitted or crocheted (excl. for babies)	0	20	9
6108	Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, négligés, bathrobes, . . .	3	5	2

## Trade Movement for Woven Apparel between Italy and Egypt in 2022-2024:

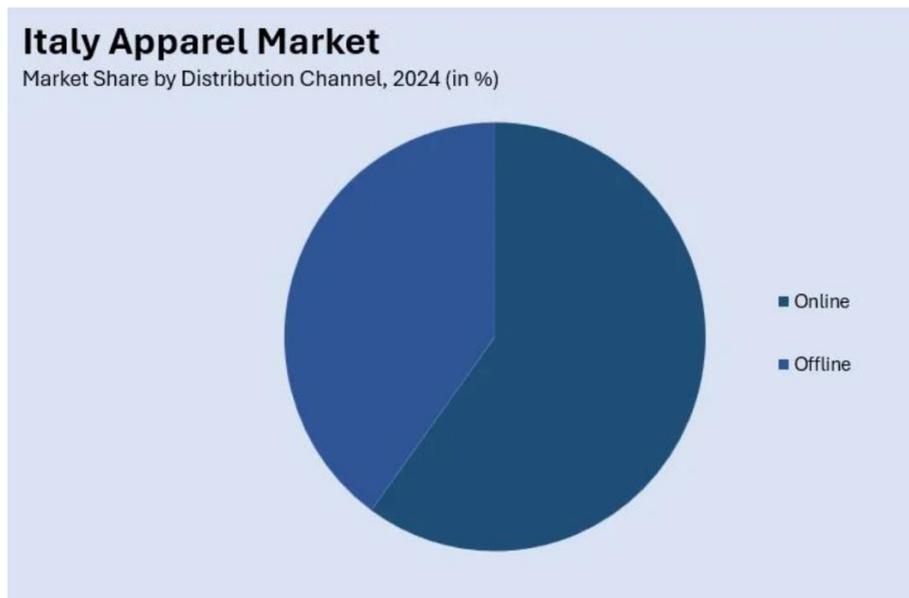
The following tables present the most significant woven apparel imported from Egypt and the key apparel items exported from Italy. The data show that Egypt's main export to Italy in this category is men's suits and jackets, with export values reaching 10.387 million USD in 2024. In addition, Italy's main export to Egypt is clothing accessories, amounting to 8.252 million USD in the same year.

Product code	Product label 	Italy's imports from Egypt		
		Value in 2022	Value in 2023	Value in 2024 ▼
6203	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	8,223	8,762	10,387
6204	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	6,986	7,040	8,252
6205	Men's or boys' shirts (excl. knitted or crocheted, nightshirts, singlets and other vests)	2,735	3,278	3,782
6210	Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; . . .	87	224	615
6206	Women's or girls' blouses, shirts and shirt-blouses (excl. knitted or crocheted and vests)	51	10	343
6207	Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, . . .	253	257	343
6202	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	129	131	95
6211	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excl. knitted or crocheted)	229	229	94
6209	Babies' garments and clothing accessories of textile materials (excl. knitted or crocheted . . .	0	59	91
6201	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	72	17	62
6208	Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, . . .	28	30	38
6217	Made-up clothing accessories and parts of garments or clothing accessories, of all types of . . .	1	0	4
6215	Ties, bow ties and cravats of textile materials (excl. knitted or crocheted)	0	4	3
6216	Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted . . .	0	2	0
6212	Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, . . .	0	0	0
6214	Shawls, scarves, mufflers, mantillas, veils and similar articles (excl. knitted or crocheted)	0	0	0
6213	Handkerchiefs, of which no side exceeds 60 cm (excl. knitted or crocheted)	0	0	0

Product code	Product label 	Italy's exports to Egypt		
		Value in 2022	Value in 2023	Value in 2024 ▼
6217	Made-up clothing accessories and parts of garments or clothing accessories, of all types of . . .	1,374	1,682	2,629
6203	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	1,806	1,657	2,222
6204	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	2,025	2,486	1,806
6201	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	811	739	918
6205	Men's or boys' shirts (excl. knitted or crocheted, nightshirts, singlets and other vests)	616	585	782
6211	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excl. knitted or crocheted)	464	253	369
6202	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .	375	268	363
6206	Women's or girls' blouses, shirts and shirt-blouses (excl. knitted or crocheted and vests)	459	436	314
6215	Ties, bow ties and cravats of textile materials (excl. knitted or crocheted)	75	105	179
6210	Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; . . .	146	238	176
6214	Shawls, scarves, mufflers, mantillas, veils and similar articles (excl. knitted or crocheted)	92	151	172
6212	Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, . . .	16	10	5
6208	Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, . . .	8	6	4
6207	Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, . . .	0	0	2
6209	Babies' garments and clothing accessories of textile materials (excl. knitted or crocheted . . .	1	4	2
6216	Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted . . .	4	7	2
6213	Handkerchiefs, of which no side exceeds 60 cm (excl. knitted or crocheted)	1	0	0

## Distribution Channels

In 2024, the distribution landscape for textiles and apparel in Italy has stabilized through a strategic shift towards digitalization and premium physical retail. The total number of retail outlets is estimated at around 53,000 active companies across the fashion sector. The Italian fashion and apparel market reached a value of approximately €34.7 billion (\$37.5 billion) in 2024, maintaining steady performance even as unit volumes faced pressure from rising production costs. A defining trend of 2024 is the robust expansion of E-commerce, which now accounts for between 30% and 35% of all fashion revenues, as consumers increasingly blend digital style discovery with high-street shopping.



## Textile Machinery

The Italian textile machinery industry in 2024 comprises approximately 300 companies, forming a strong industrial base with about 12,500 employees engaged in producing a wide range of textile machines and related accessories.

In 2024, the estimated total production value of the Italian textile machinery sector reached around €2.1 billion, albeit slightly lower than the previous year due to global economic challenges.

The industry remains highly export-oriented, with about 86 % of its production exported internationally to over 130 destination countries, a testament to the global demand for Italian textile technology.

Despite a modest decline in overall output, Italy's textile machinery continues to hold a leading position worldwide thanks to its strong reputation for innovation, quality, and sustainable technological solutions.

The major export markets in 2024 included China, India, Turkey, and the United States, while Italian exports to Asia (especially to China and India) remained significant drivers of foreign sales.

## **Technical Requirements**

Apparel and textile exports to Italy must comply with both the established European Union regulations and the new sustainability laws that came into full effect in 2025.

### Labelling & Product Information

- Regulation (EU) No. 1007/2011: This remains the primary law for fiber composition and mandatory textile labeling. [Access Here..](#)
- Italian Enforcement (Legislative Decree 190/2017): Italy enforces strict administrative sanctions (ranging from €3,000 to €20,000) for non-compliant labeling regarding fiber names and composition.
- 2024 Update (Digital Product Passport): With the entry into force of the Ecodesign for Sustainable Products Regulation (ESPR) - Regulation (EU) 2024/1781 in July 2024, the framework for QR-code-based Digital Product Passports (DPP) became official, targeting high-impact sectors like textiles first. [Access Here.](#)

### Chemical Safety & Restrictions

- Regulation (EC) No. 1907/2006 (REACH): This regulation governs the use of banned chemicals and hazardous substances in the textile industry. [Access Here.](#)
- 2024 Update (PFAS Restrictions): New strict limits have been added via Regulation (EU) 2024/2462, specifically restricting "forever chemicals" (PFHxA) used for waterproofing and stain resistance in apparel. [Access Here.](#)

### Circular Economy & Waste Management

- Mandatory Separate Collection (Legislative Decree 116/2020) (Effective Jan 1, 2025): While the EU deadline was 2025, Italy made the separate collection of textile waste mandatory as of January 1, 2022. This system was fully operational throughout 2024.
- Environmental Packaging Labelling: Italy requires specific alphanumeric codes on all packaging (bags, boxes, hangtags) to guide consumers on recycling. This must be in Italian. [Access Here.](#)

### Anti-Greenwashing Rules

- Verified Claims: Use of terms such as "Eco-friendly" or "Green" on labels or marketing without verified evidence or official EU Ecolabel certification is prohibited. [Access Here.](#)

### Customs and Legal Reform

- New National Customs Provisions Effective October 3, 2024: Italy replaced its 1973 customs law with a modernized code. [Access Here.](#)

- Strict Penalties: Errors in quantity, weight, or value that result in unpaid duties exceeding €10,000 are now classified as criminal smuggling.
- Fines: Inaccuracies in declarations can result in fines ranging from 100% to 200% of the duties due.

### Origin Documentation (New Electronic Standards)

- EUR.1 & EUR-MED Certificates: Essential for the 0% tariff. Starting in late 2024, the EU and Egypt agreed to move toward electronically issued EUR.1 certificates to speed up clearing at Italian ports. [Access Here.](#)

### Digitalization and Electronic Filing

- Mandatory Digital Declarations: As of December 2, 2024, Italy moved exclusively to digital XML-based filing for all export/import data. Paper-based Single Administrative Documents (SAD) are now processed via the AIDA platform. [Access Here.](#)
- ICS2 (Import Control System 2): Textiles are now subject to enhanced pre-arrival security data requirements. [Access Here.](#)

### **Tariffs on Egyptian Exports:**

No Tariffs imposed on Egyptian apparels according to the EU Agreement.

### **Tariffs Imposed by Italy:**

Internal tax (value added): 22%

### **Most Prominent Italian Ports:**

- Genova Port <https://sitemaps.ipcsa.international/about/members/members-europe-and-north-america/ports-of-geoa-italy/>
- Gioia Tauro <https://www.portodigioiatauro.it/porto-gioia-tauro/storia/?lang=en>
- La Spezia Port <https://www.unisco.com/international-ports/la-spezia-italy>
- Trieste <https://triestesummit.org/home/the-port-and-the-sea/>
- Napoli Port <https://naplesport.org/>

### **Most Prominent Italian Newspapers:**

- Corriere della Sera <https://www.corriere.it/>
- La Repubblica <https://www.repubblica.it/>
- La Stampa <https://www.lastampa.it/>

### **Specialized Exhibitions:**

1. **WHITE – Milan:** Pret-à-porter for men, women and accessories  
Website: [www.whiteshow.it](http://www.whiteshow.it)  
E-mail: [info@whiteshow.it](mailto:info@whiteshow.it)
2. **MILANO UNICA – Milan:** World-class exhibition for textiles, fabrics, and accessories  
Website: [www.milanounica.it](http://www.milanounica.it)  
E-mail: [info@milanounica.it](mailto:info@milanounica.it)
3. **THE ONE MILANO – Milan:** Pret-à-porter for women  
Website: [www.theonemilano.com](http://www.theonemilano.com)  
E-mail: [elena.salvaneschi@theonemilano.com](mailto:elena.salvaneschi@theonemilano.com)
4. **MILANO MODA DONNA – Milan:** Fashion shows  
Website: [www.cameramoda.it](http://www.cameramoda.it)  
E-mail: [cameramoda@cameramoda.it](mailto:cameramoda@cameramoda.it)
5. **LINEAPELLE – Milan:** International exhibition of leather, accessories, and components for footwear and apparel  
Website: [www.lineapelle-fair.it](http://www.lineapelle-fair.it)  
E-mail: [milano@lineapelle-fair.it](mailto:milano@lineapelle-fair.it)

### **Affiliates:**

1. **Confindustria Moda:** Umbrella federation for the Italian fashion industry.  
[www.confindustriamoda.it](http://www.confindustriamoda.it)
2. **SMI:** Represents textile and clothing manufacturers.  
[www.sistemamodaitalia.it](http://www.sistemamodaitalia.it)
3. **Assocalzaturifici:** Represents Italian footwear manufacturers.  
[www.assocalzaturifici.it](http://www.assocalzaturifici.it)
4. **Assopellettieri (AIMPES):** Represents leather goods (bags, belts, etc.).  
[www.assopellettieri.it](http://www.assopellettieri.it)
5. **ANFAO:** Represents eyewear and optical manufacturing.  
[www.anfao.it](http://www.anfao.it)
6. **FEDERORAFI:** Represents jewellery, gold, and silverware industry.  
[www.federorafit.it](http://www.federorafit.it)
7. **UNIC:** Represents the Italian tanning industry (leather production).  
[www.unic.it](http://www.unic.it)
8. **AIP:** Represents the Italian fur industry.  
[www.aip.it](http://www.aip.it)
9. **ACIMIT:** Represents manufacturers of textile machinery.  
[www.acimit.it](http://www.acimit.it)

**10. Assomoda:** Represents commercial agents and fashion distributors.

[www.assomoda.it](http://www.assomoda.it)

**11. Confcommercio Moda:** Represents the fashion retail and commercial sector.

[www.federazionemodaitalia.it](http://www.federazionemodaitalia.it)

## Comments

The Italian market represents a high-potential strategic partner for the Egyptian apparel sector, characterized by a well-established trade relationship and a consistent demand for Egyptian manufactured goods. While 2024 saw a slight consolidation in export values, Egypt maintains a strong trade surplus in this category, signaling that the 'Made in Egypt' brand is well-regarded by Italian retailers. The market's shift toward sustainability and eco-friendly fabrics, such as Tencel and organic cotton, opens a significant window of opportunity for Egyptian manufacturers to capture a premium segment. Given Egypt's geographical proximity and the rising European preference for near-shoring to stabilize supply chains, Italy remains a top-tier destination for expanding high-quality, sustainable textile exports.

## Recommendations to Increase Apparel Exports

### **Prioritize Sustainability & Certifications**

The Italian fashion industry is a leader in the "Green Transition."

- **Certifications:** Obtain internationally recognized certificates such as **GOTS** (Global Organic Textile Standard), **GRS** (Global Recycled Standard), and **OEKO-TEX Standard 100**.
- **Eco-friendly Materials:** Increase the use of organic fibers, recycled polyester, and biodegradable packaging.

### **Focus on "High-End" Finishing & Quality Control**

Italy is the home of luxury; even for mass-market products, quality expectations are high.

- **Attention to Detail:** Focus on superior stitching, high-quality trims (zippers, buttons), and premium fabric hand-feel.
- **Niche Specialization:** Instead of generic basics, offer specialized products like high-performance sportswear, sustainable knitwear, or premium corporate wear.

### **Ensure Strict EU Compliance**

Non-compliance can lead to shipment rejections at the port.

- **REACH Regulation:** Ensure all dyes and chemicals used in production are free from restricted substances.

- **Accurate Labelling:** Labels must strictly follow EU Textile Regulation (No. 1007/2011), including fiber composition and care instructions in Italian.

### Adapt to "Short-Lead" Times & Flexibility

The Italian market operates on a fast-paced seasonal calendar.

- **Small Batch Production:** Offer flexibility for smaller orders (Small Minimum Order Quantities - MOQs) to attract boutique brands and medium-sized retailers.
- **Digital Sampling:** Use 3D design software (like CLO 3D) to send virtual samples, reducing the time and cost of physical prototyping.

### Leverage Strategic Marketing & Trade Shows

Physical presence and networking are vital in Italian business culture.

- **Key Exhibitions:** Participate in major trade fairs such as **Pitti Immagine Uomo/Donna** (Florence), **Milano Unica** (Textiles), and **MIPEL** (Leather goods).
- **Local Agents:** Partner with Italian commercial agents (Assomoda members) who have established relationships with local distribution networks.

### Position as a "Private Label" Partner

Many Italian brands look for reliable overseas manufacturers to outsource production.

- **Full-Package Service:** Offer a "Design-to-Delivery" service where you handle sourcing, manufacturing, and logistics, making it easier for Italian brands to work with you.