



Sitaricerca
A PAMBIANCO COMPANY

– Fashion Report 2024 –
Men's Underwear & Socks Italy



Ricerca. Conoscenza. Futuro.

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Objectives and contents

- ✓ Objective: to provide marketing and sales departments with the main consumption insights of Men's Underwear & Socks in Italy in 2024
- ✓ Contents:
 - The macroeconomic context and the forecasts of overall consumption 2025-2026 ITALY vs EUROPE
 - The size and trend of the Men's Underwear & Socks market in volumes, value, average prices, number of end users, penetration rate, per capita expenditure 2022-2024
 - The Men's Underwear & Socks sector in detail (the 2024 value dimensions and the trend vs 2023) for:
 - Generations (Gen-Z, Millennials, Gen-X, Boomers)
 - Product segments and best-selling products
 - Full Price vs Off Price
 - Offline vs online
 - Physical stores VS internet stores (Brick&Click VS Pure Players)
 - Location: FOC, Retail park, city shops
 - The level of the market concentration - Brands
 - Top 5 brand - market share
 - Top 5 brand - Net Promoter Score
 - Consumption forecast for the Men's Underwear & Socks market 2025-2026
- ✓ The perimeter of the Men's Underwear & Socks is as follows: Socks, invisible socks, underwear t-shirts, slip and boxer, pajamas. Target: Men > 15 Y.O
- ✓ The period for the analysis is: January-December 2024 vs January-December 2023

All data in this study are taken from the Fashion Consumer Panel (ITAF).

The panel is made up of 12,000 people and is stratified according to the main socio-demographic variables and is representative of the fashion consumption of the Italian population.

The panel collaborates continuously with SITA Ricerca, reporting every purchase of clothing, accessories and footwear that occurs in the family at an individual level.

Purchases are tracked daily via a smartphone app.

The products monitored are approximately 500: outerwear, underwear, accessories, footwear, sportswear.

The data does not include consumption of:

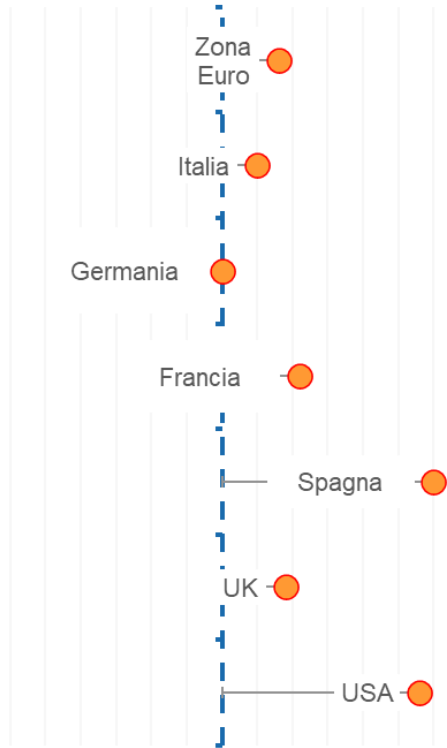
- resident and non-resident foreigners;
- tourists;
- community (clergy, sports associations, etc.);
- professional consumption (institutions, companies)

The macroeconomic context

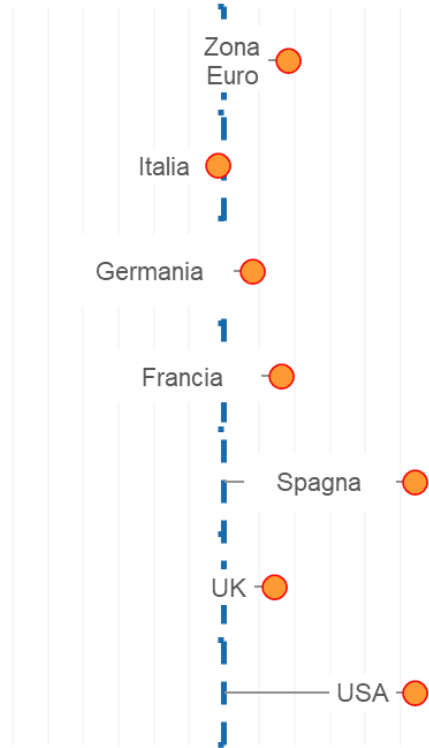


Macroeconomic trends in Europe in 2024

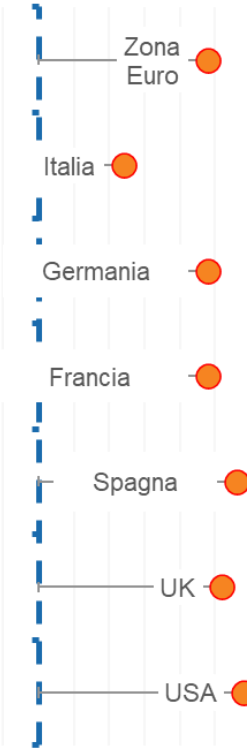
GDP



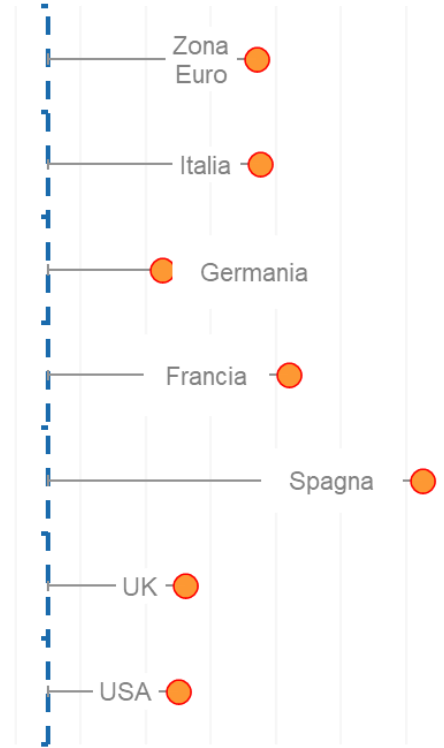
Private consumption



Inflation

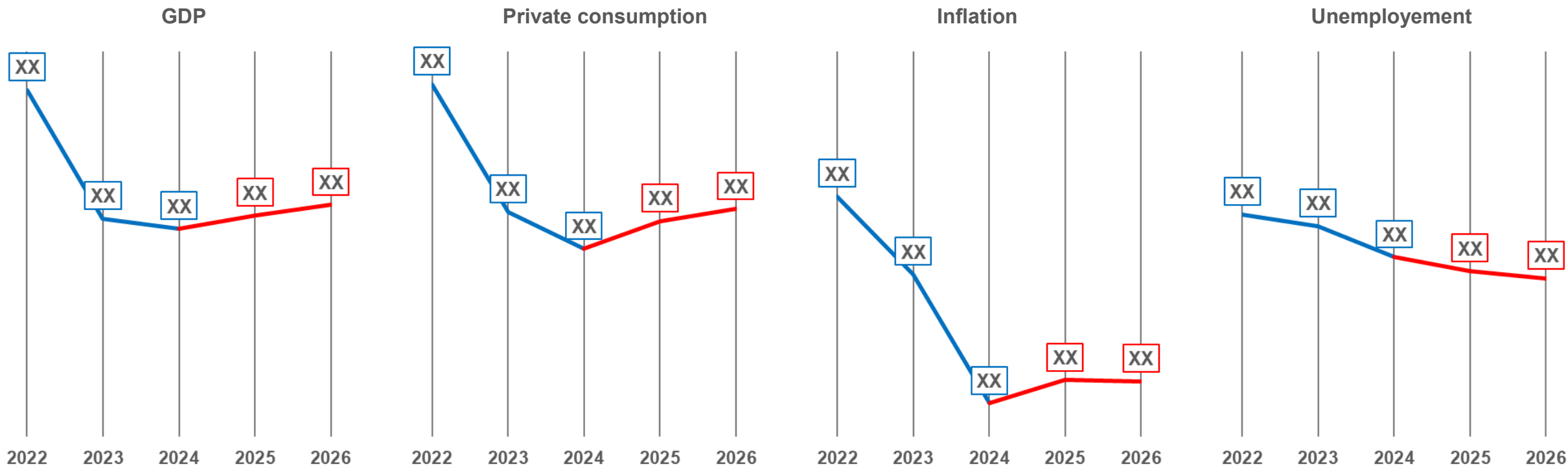


Unemployment



During the 2024, the world economy.....
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Macroeconomic trend in Italy in 2024 and forecast

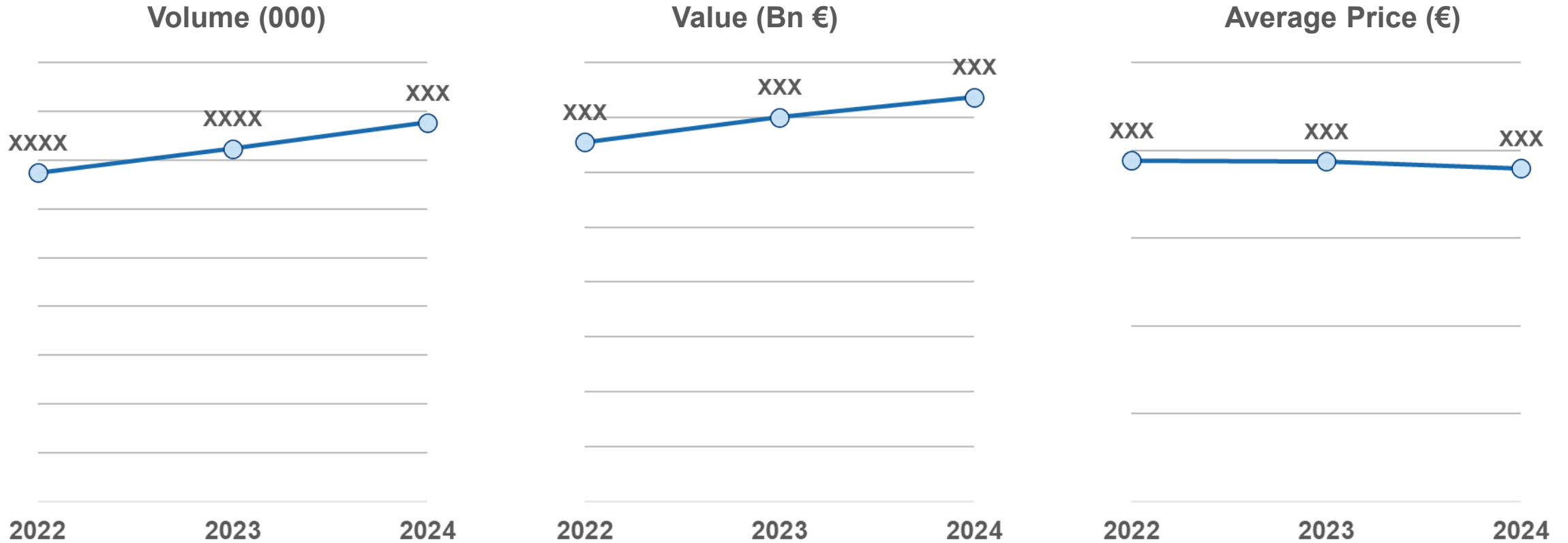


In the 2025-2026, the economy in Italy will.....

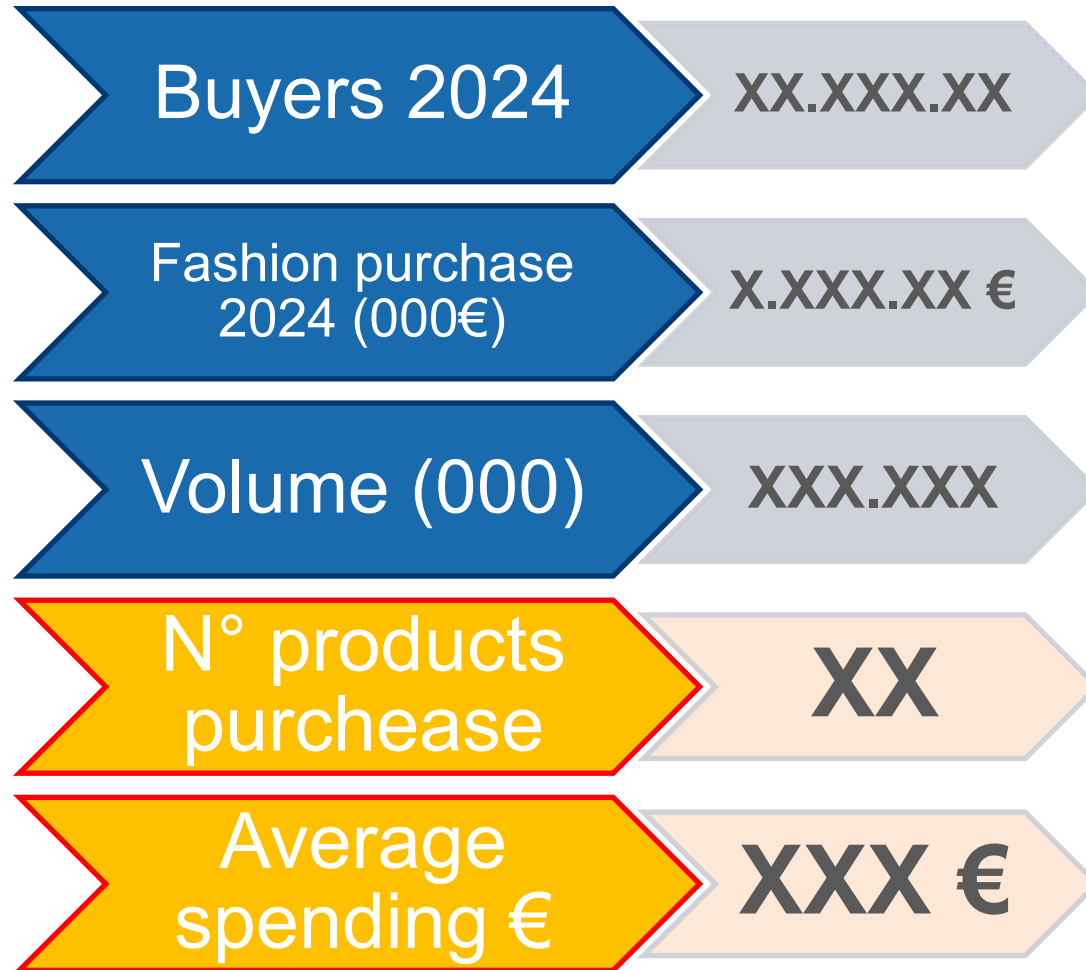
Men's Underwear & Socks market

FAKE DATA





Men's Underwear & Socks market in Italy during the 2024 has increased by.....
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In the Men's Underwear & Socks market, buyers in 2024 are

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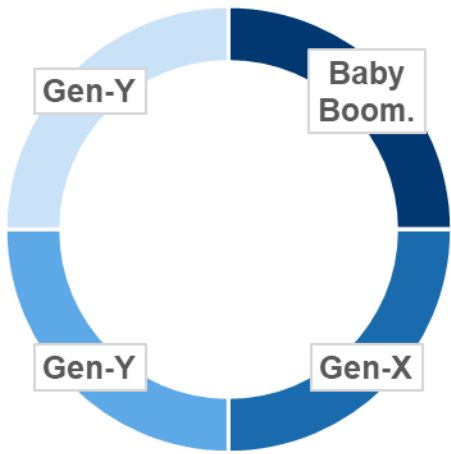
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Value % per generation



Var. % Value '24 vs '23



Generations had different trends in 2024

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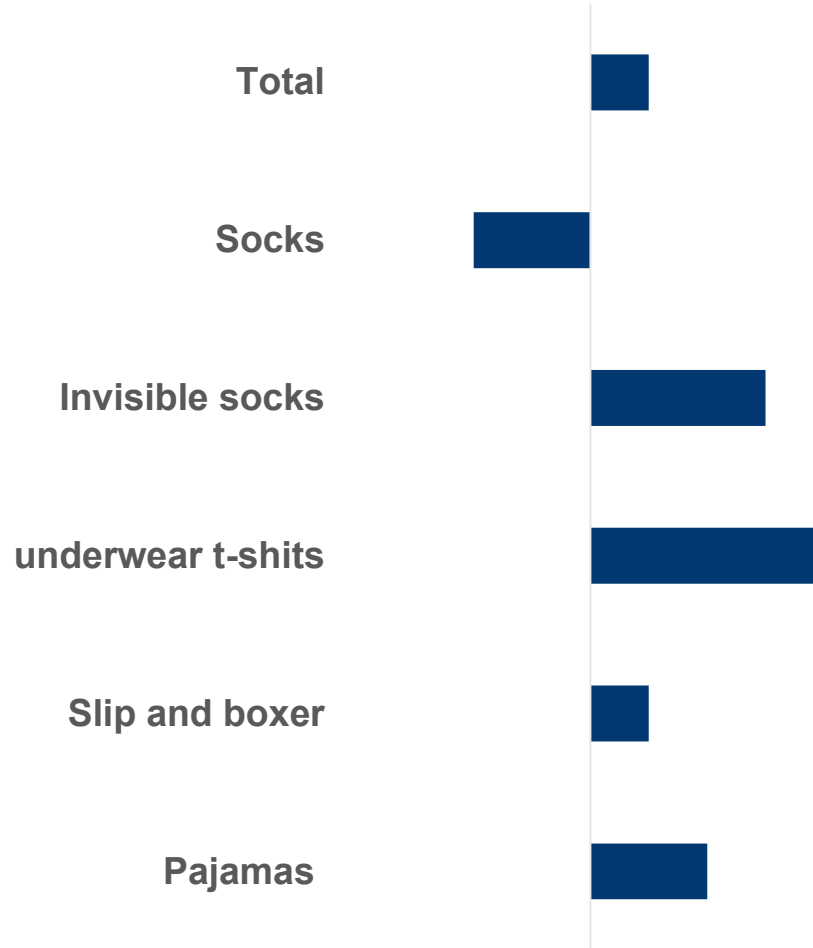
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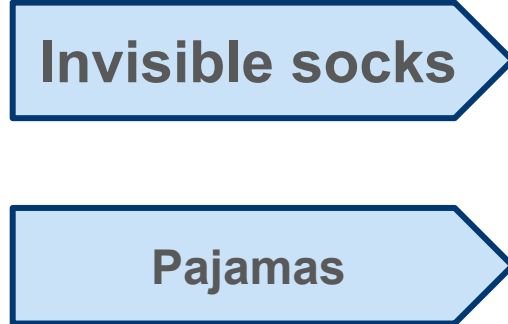
% Value - Sectors 2024



Var % Value '24 vs '23

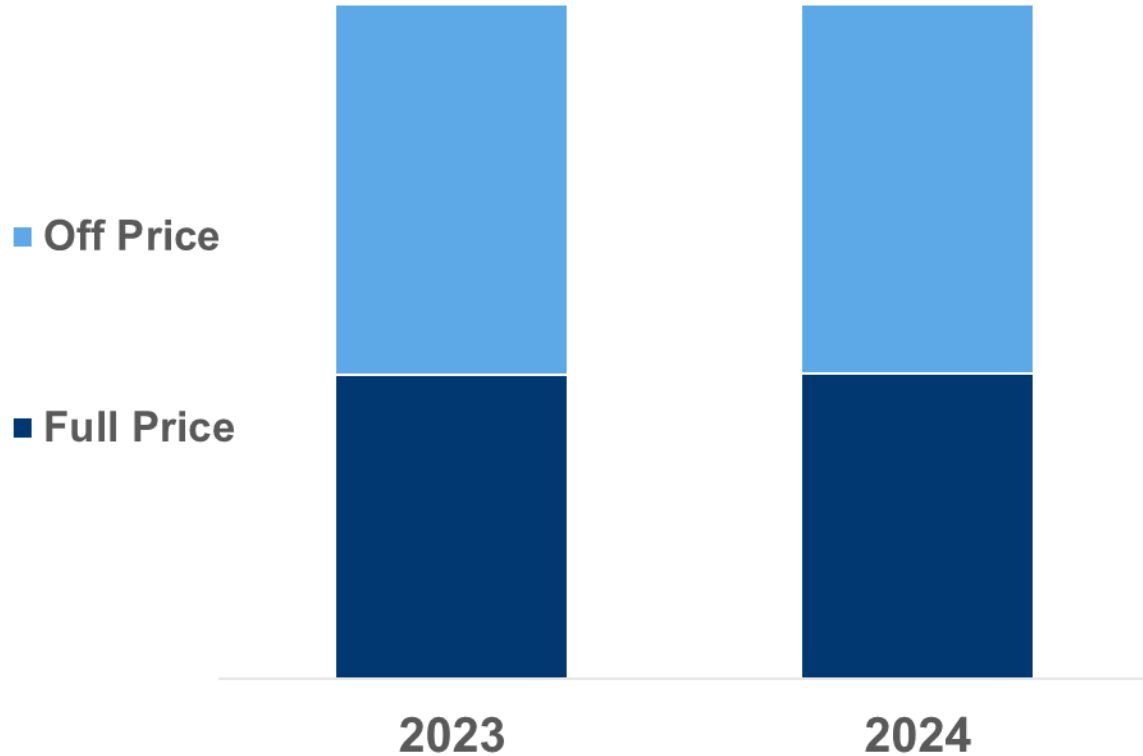


Best Seller



The sectors that have the best performance during the 2024 are.....

% Value - full price VS off price



Value trend - full price VS off price



Discount sales in 2024 are worth XX% and have grown by +X.X%.....

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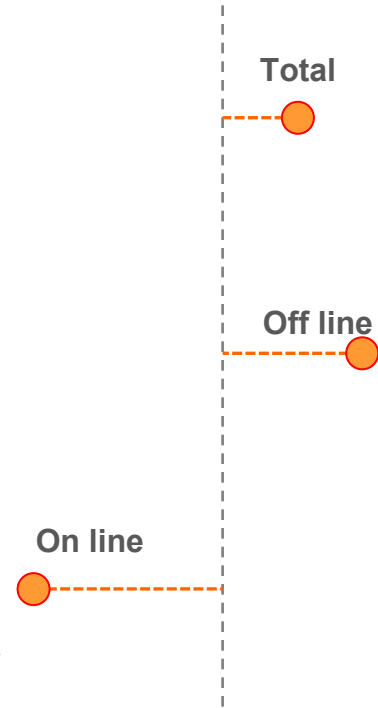
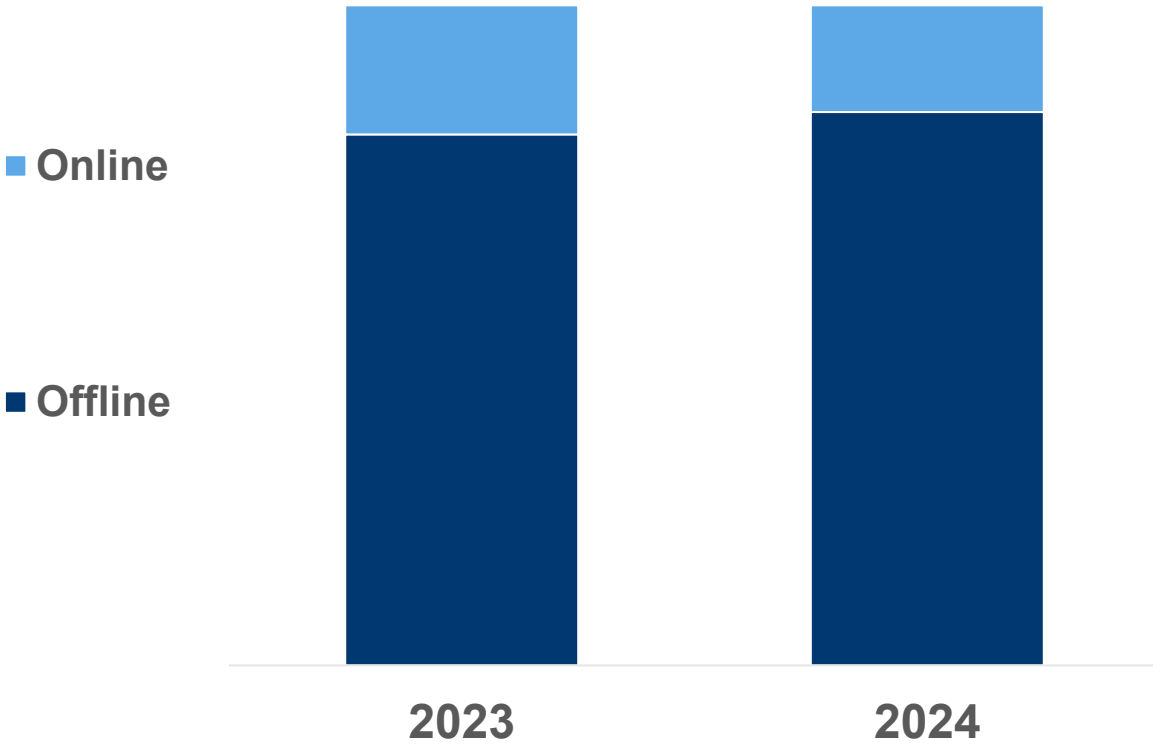
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% Value – Offline VS Online

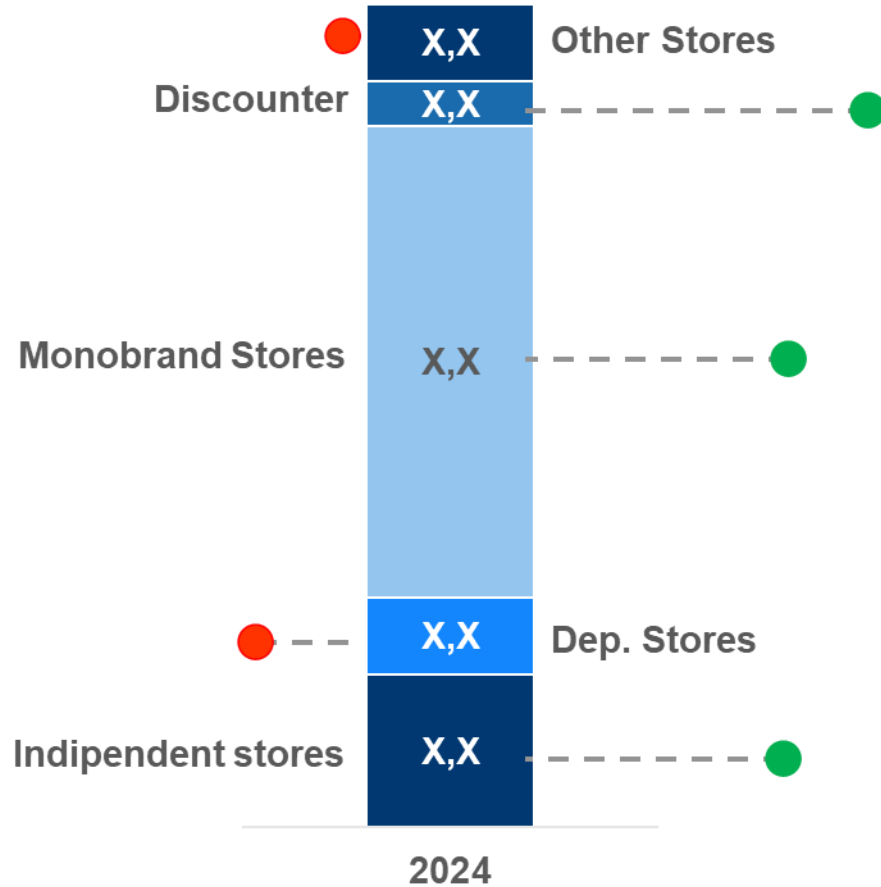
Value trend - Offline VS Online



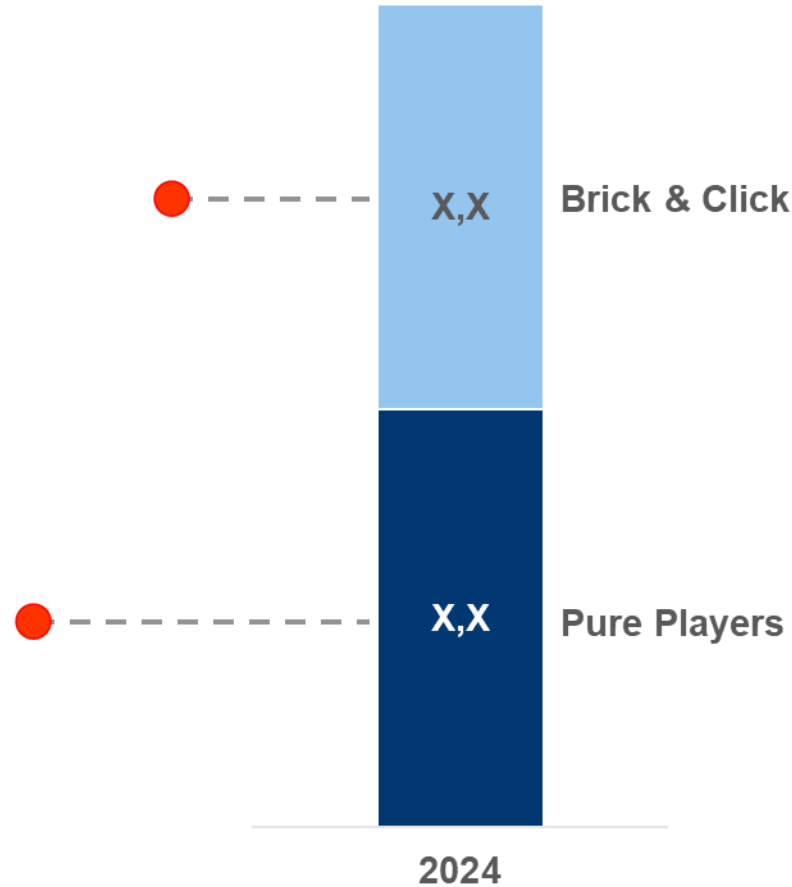
Online sales in 2024 are worth XX% and have decreased by - X.X%.....

Men's Underwear & Socks market in Italy 2024 – Physical Stores and Online

% Value and trend – Physical stores

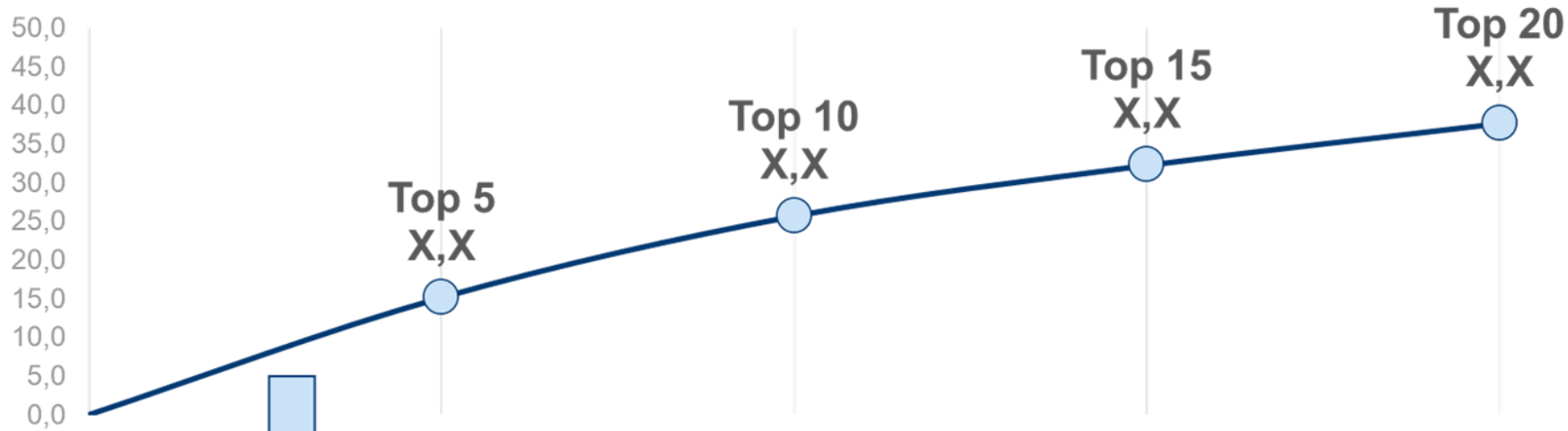


% Value and trend – Online stores



For the physical stores, the monobrand stores are worth XX% and have increased by +X.X%. For the online.....

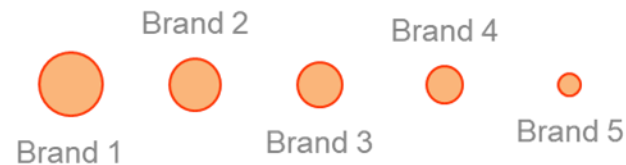
Level of concentration % Value - Brand



Top 5 brand - Value



Top 5 brand - NPS



For the Men's Underwear & Socks, the TOP 5 brand (Brand 1, Brand 2, Brand 3, Brand 4, Brand 5) has a total value share of X,X%.....

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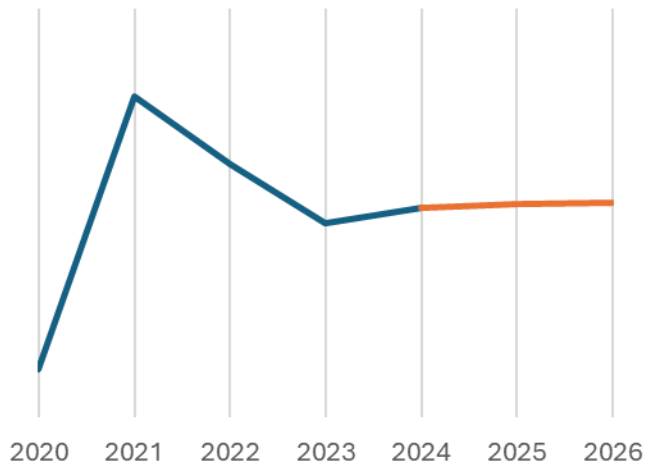
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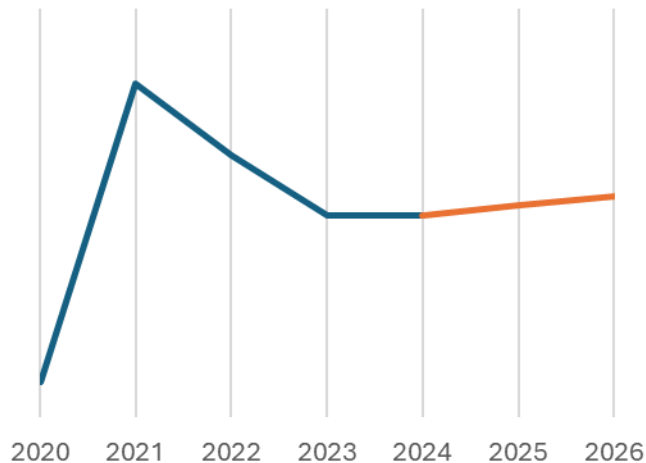
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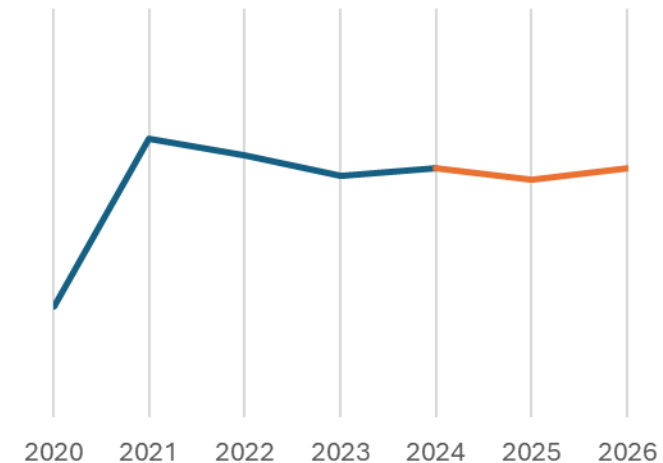
Consumption index



Value



Prices



Forecasts for the Men's Underwear & Socks in 2025-2026

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