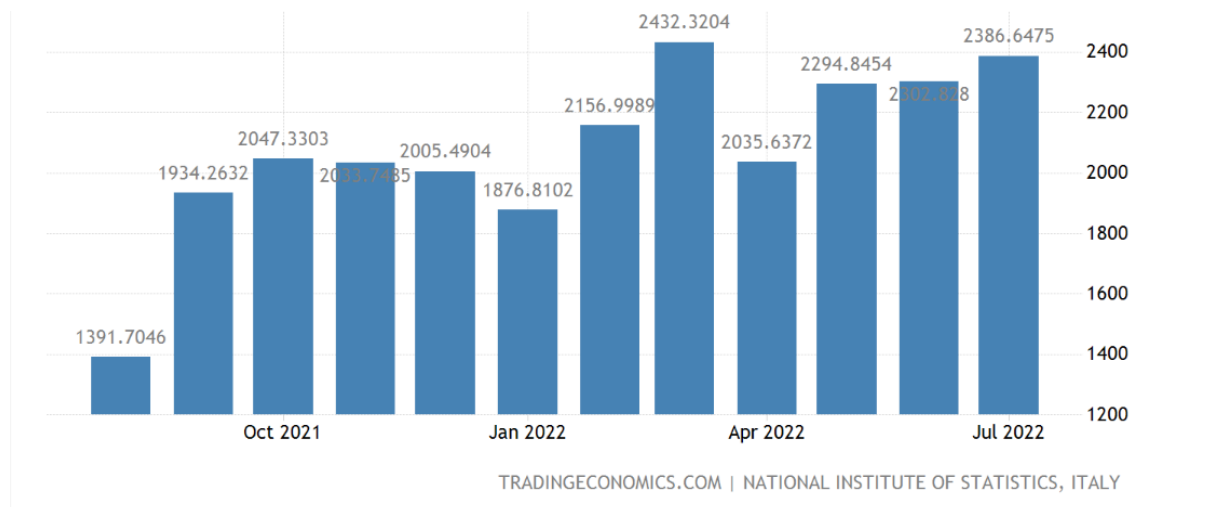


The Italian Market

Italy is very well known for its culinary arts, with famous cars like Ferrari and its football team and much more. But with the export data of Italy of the past and recent years, Italy is a well known producer of the leather Market. The nation boasts many of the best tanneries in the world, who often specialize in a particular method of leather production called vegetable tanning. This process involves using natural vegetable tannins- organic substances found in tree bark, plant and fruit- to create leather.

Exports of Leather and its products in Italy increased to 2386.65 EUR Million in July from 2302.83 EUR million in June of 2022.

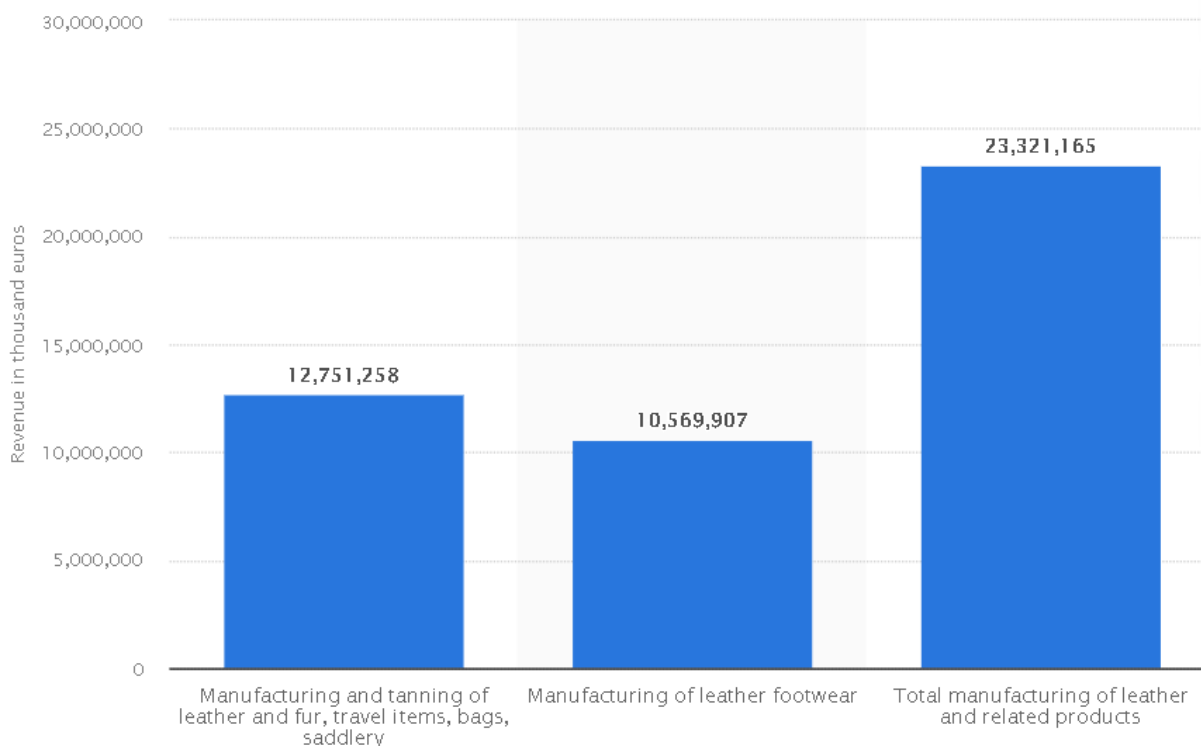


Italy Exports by Country	Last	Previous		
European Union	28871.53	29163.58	EUR Million	Oct/22

The global leather industry is booming due to the growing demand of leather products worldwide, while the world's top 10 largest leather producing countries, top leather exports and leather importers continue to be some of the major contributors to the growth of the market. Over the recent years, the growing demand of the luxury fashion products such as handbags, wallets, shoes and other fashion accessories driven by the rising spending on personal goods has resulted in the rapid increase in the leather production and leather trade around the world.

Italy is one of the top 10 leather production countries around the world and is expected to witness growing profit over the near future.

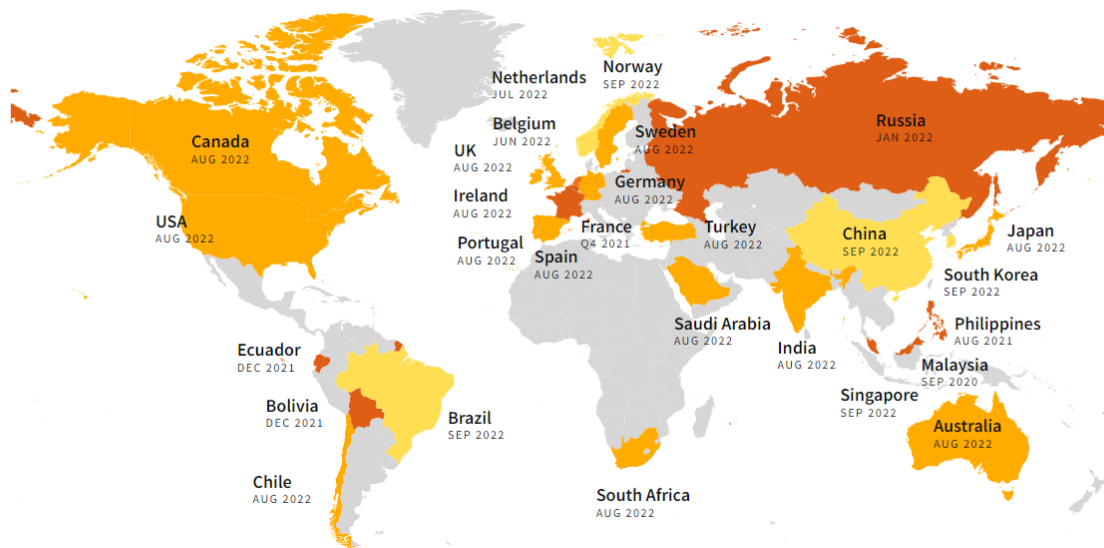
Annual revenue of the manufacture of leather and related products industry in Italy in 2020, by sector (in 1,000 euros)



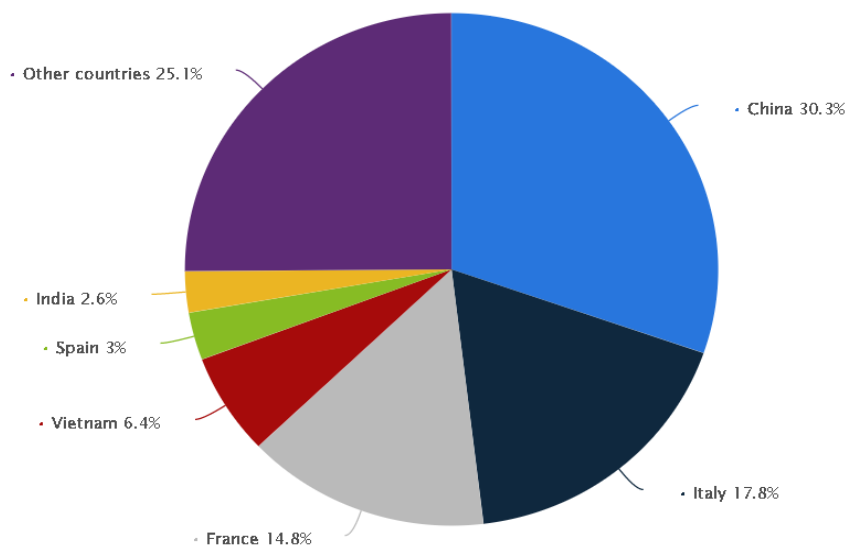
Revenue of the leather industry in Italy 2020, by sector

The annual revenue of the manufacture of leather and related products industry in Italy in 2020 varied according to the sector. In 2020, the total annual revenue of the industry amounted to approximately 23.3 billion euros. The manufacturing and tanning of leather and fur industry registered a revenue of around 12.75 billion euros. Such value was slightly superior to the manufacturing of leather footwear, which was reported to be about 10.57 billion euros.

Here below you will find the map which contains most leather producing countries in the world.



Distribution of leather goods exports in value worldwide in 2020, by country.



EXPORTS <p>In 2020, Italy exported \$1.04B in Leather Apparel, making it the 1st largest exporter of Leather Apparel in the world. In the same year, Leather Apparel was the 112th most exported product in Italy. The main destinations of Leather Apparel exports from Italy are: Switzerland (\$179M), France (\$128M), United States (\$105M), Germany (\$103M), and the United Kingdom (\$73.1M). The fastest growing export markets for Leather Apparel of Italy between 2019 and 2020 were Switzerland (\$79.1M), Slovenia (\$7.15M), and Hungary (\$2.46M).</p>	IMPORTS <p>In 2020, Italy imported \$308M in Leather Apparel, becoming the 5th largest importer of Leather Apparel in the world. In the same year, Leather Apparel was the 269th most imported product in Italy. Italy imports Leather Apparel primarily from: France (\$61.1M), India (\$54.6M), Switzerland (\$24.9M), Germany (\$15.1M), and United Kingdom (\$14.5M). The fastest growing import markets in Leather Apparel for Italy between 2019 and 2020 were Greece (\$1.72M), Romania (\$1.71M), and Canada (\$868k).</p>
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YEAR- 2020

EXPORTS (2020) \$1.04B	IMPORTS (2020) \$308M
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NET TRADE (2020) \$735M

In 2020, Italy exported \$1.04B in Leather Apparel. The main destinations of Italy exports on Leather Apparel were Switzerland (\$179M), France (\$128M), United States (\$105M), Germany (\$103M), and United Kingdom (\$73.1M).

In 2020, Italy imported \$308M in Leather Apparel, mainly from France (\$61.1M), India (\$54.6M), Switzerland (\$24.9M), Germany (\$15.1M), and the United Kingdom (\$14.5M).

If a country exports a greater value than it imports, it has a trade surplus or positive trade balance. As we can see, Italy has a positive trade surplus in terms of leather trade. It has one of the highest top 10 exporters in the world on leather exports.

THE FASTEST GROWING LEATHER APPAREL EXPORT MARKETS FOR ITALY WERE (2019 - 2020):

As we can see in the table below the three main export partners (Leather) of Italy are Switzerland with \$79.1M, Slovenia 7.15M and Hungary with \$2.46M.

Switzerland	Slovenia	Hungary
\$79.1M(79%)	7.15M (44.1%)	\$2.46M (79.3%)

THE FASTEST DECLINING MARKETS FOR THE EXPORT OF LEATHER APPAREL BY ITALY WERE (2019 - 2020) :

United States -\$40.8M (-28.1%)	Germany -\$30.5M (-22.8%)	France -\$27.5M (-17.7%)
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Italy Trade Indicators:-

Number of Import Partners:	Number of Products Imported:	Index Of Export Market Penetration:	Number of Export Partners:	Number of Products Exported:	HH Market Concentration Index:
214	4,520	35.98	224	4,423	0.05

TAFT (Spanish Handcrafted Shoe Company)

TAFT is a handcrafted shoes company where they offer personalized and customized shoes and designs to their clients where you can choose your sole, materials, leather, laces and more.

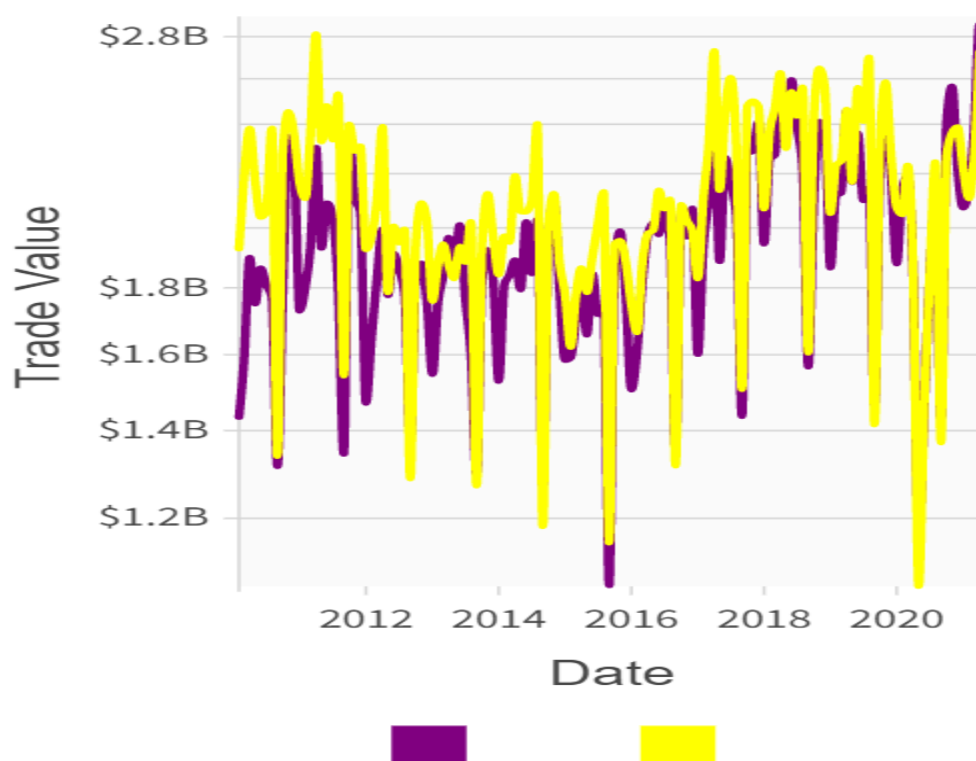
In this report will see an evaluation of the Italian market and the best able strategy to enter the market. Italy is one of the top fashion hubs in the European country and has famous cities like Milan and Rome and is the highest Leather producing country worldwide.

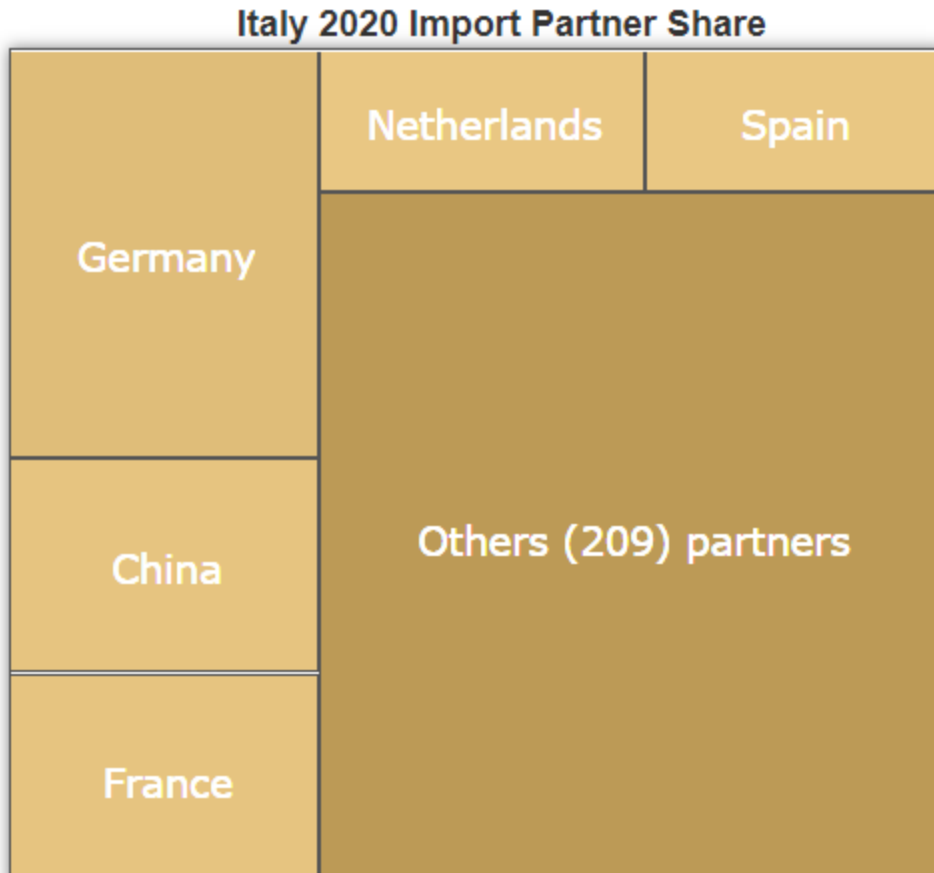
Italy is a developed country with an GDP of \$2.1 Trillion and has an increasing GDP growth rate over the last past 5-8 years. From an analysis of the Italian markets we can see that the highest importer of Leather in the Italian market is Switzerland (79%), Slovenia (44.1%) and Hungary (79.3%). We can also see Italy has an total export of \$1.04 Billion in 2020 and Import of \$308 M. So it has higher export then import, which seems that if the shoes company like TAFT have expand their their business in the country like Italy and has their branch is an financial and fashion hub like Milan and Rome (Italy), First advantage will be the company can get its all local inputs from the country itself and the leather market is entirely pushed by local and International demand. So companies have to make International as well as local preferences have to be considered if TAFT has to sell their product in Italy.



Financial markets in Italy - statistics & facts | Statista

As in the table above we can see that the raise of Total market capitalization of Milan Stock Exchange report 2020 is \$689.8 Billion which is a good growth from the past years.





We can see from this research that there is excellent potential for Spanish companies looking to penetrate the Italian leather sector. As we have shown, there are numerous connections between Spain and Italy, and both the sector and the economy are expanding. The major risk might be the local rivalry because the Italian leather industry is homegrown and Italians could choose purchasing local goods over imported ones. According to the entire research, enterprises in Spain that specialize in the manufacture of leather have a lot of opportunities.

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