



# ASSOCALZATURIFICI

**Assocalzaturifici Chair Giovanna Ceolini: "Although the overall picture is encouraging after the complications of the last two years, there are some less comforting indications. Firstly, the uneven nature of the recovery, and then the consequences of inflationary dynamics for corporate profits. Added to this, conflict broke out at the end of February, with no end in sight, in an area that has always been one of the largest customers of certain Italian footwear districts."**

**THE ITALIAN FOOTWEAR INDUSTRY: 2022 SAW GROWTH IN TURNOVER, RETURNING TO PRE-COVID LEVELS AT 14.49 BILLION EURO (+14% OVER 2021), AND IN EXPORTS (+23.3% IN VALUE)**

**Results were rewarding on the EU market (+24.4% in value for France and +27.4% for Germany over January-October 2021). Increases were well above average in North America (USA +60%, Canada +68%) and the Middle East (+55%). China also did well - albeit with fluctuating results during the year, affected by lockdowns - (+41% in value), especially at the high end of the market (average price +34%). The war caused sales to collapse in Russia (-26%) and Ukraine (-59%); among the former Soviet bloc states, Kazakhstan grew (+40%).**

Milan, 19 February 2023

The footwear industry overcame the two-year pandemic crisis and continued its recovery in 2022. Turnover rose to 14.49 billion euro (+14% over 2021), recovering 2019 levels, invigorated by the performance of exports (+23.3% in value), driven by the luxury brands. The trade balance also strengthened (5.54 billion euro, +7.6%), while household consumption (+9.6%) still failed to close the gap with the pre-pandemic figures (-2.5%). This is the snapshot of the sector taken by the Confindustria Moda Study Centre for Assocalzaturifici presented at the start of Micam, the most important footwear trade fair, scheduled from 19 to 22 February 2023 at Fiera Milano Rho.

According to Assocalzaturifici Chair Giovanna Ceolini, the preliminary figures compiled for 2022 are positively oriented, though they describe a picture that is not without pitfalls and difficulties for companies in the footwear sector: "Although the overall picture is encouraging after the complications of the last two years, there are some less comforting indications. First of all, recovery has been very uneven (2 out of 5 companies have not yet closed the gap with 2019, and several have been unable to pull through the crisis, going out of business), and then there are the consequences of inflationary dynamics for corporate profits. The year that was supposed to mark a full recovery after the pandemic did indeed record a continuation of the upswing in demand, but it was penalised by continuing high raw materials costs, which showed no tangible signs of coming down again after the flare-up at the end of 2020, and record peaks in energy prices: inflation has never been so high in Italy since 1985. Added to this, conflict broke out at the end of February, with no end in sight, in an area that has always been one of the largest customers of certain Italian footwear districts".

Taking a closer look at the preliminary figures, the new record set by exports stands out (10.48 billion euro in the first 10 months of the year, +23.5%, already higher than the value for the whole of 2021), with the average price per pair reaching 57.26 euro (+10.7%). The performance of the international

**ASSOCALZATURIFICI ITALIANI**

**Via Alberto Riva Villasanta, 3**

**I-20145 Milano**

**Tax Code 80027170150**

**Telephone + 39 02 43829.1**

**Fax + 39 02 48005833**

**stampa@assocalzaturifici.it**

**www.assocalzaturifici.it**



## ASSOCALZATURIFICI

luxury brands, for which many Italian companies operate as subcontractors, played a decisive role in achieving this result.

Results were rewarding on the EU market (+24.4% in value for France and +27.4% for Germany over January-October 2021). Increases were well above average in North America (USA +60%, Canada +68%) and the Middle East (+55%). China also did well, despite fluctuation during the year due to lockdowns (+41% in value), especially in high-end footwear (average price +34%). The war caused sales to collapse in Russia (-26%) and Ukraine (-59%); among the former Soviet bloc states, Kazakhstan grew (+40%).

Among the types of footwear, traditional Italian leather shoes are the only type still showing a gap in volume over 2019 (and a fairly large one at that: -10.4%).

On the domestic market, there has been a modest increase in household purchases (+6.7% in quantity and +9.6% in expenditure), still a positive factor (although the jump in imports, which increased by 30% in volume, made competition on the domestic market, which is particularly price-sensitive, even tougher). The resumption of incoming tourist flows meant that shopping by foreign visitors got going again, though considerably penalised by the collapse of Russian arrivals (as well as Chinese arrivals).

This gradual consolidation in levels of demand benefited domestic production, which rose to 162 million pairs (+8.9% over 2021 but still far from the 2019 figure of 179 million pairs), as well as employment, which recorded an initial reversal in the trend, accompanied by a sharp reduction in the number of hours of unemployment benefits authorised (-81% for companies in the leather industry, still +58% higher than in 2019).

Employment levels rebounded in 2022 following the significant contraction at the end of 2020 (-4%) and a further drop of -1.8% in 2021, with recovery of 1,750 employees, or +2.5%, over December 2021 (up to 72,336). This turnaround is encouraging, but by no means sufficient to make up for the losses of the previous two years alone (-4,300 jobs).

The enduring exceptional crisis situation has, however, exacerbated the selection process among companies, causing the number of active shoe manufacturers to drop to 3,765 (216 units less than the figure for December 2021: the sharpest drop in a decade).

**ASSOCALZATURIFICI ITALIANI**  
**Via Alberto Riva Villasanta, 3**  
**I-20145 Milano**  
**Tax Code 80027170150**  
**Telephone + 39 02 43829.1**  
**Fax + 39 02 48005833**  
**stampa@assocalzaturifici.it**  
**www.assocalzaturifici.it**