**Comunicato Stampa**

**MILANO FASHION & JEWELS: FORECASTS FOR THE FASHION ACCESSORIES AND BIJOUX SUPPLY CHAIN**

*A look at a constantly evolving sector in which Italy stands at the forefront of exports, with positive prospects also for 2025.*

Milan, February 22, 2025 – Fashion accessories and bijoux are not just symbols of style; they also represent a key driver of the *Made in Italy* economy. The latest data highlight a sector characterized by moderate but steady growth, despite the overall decline of the fashion system. In this ever-changing context, **Milano Fashion & Jewels** has established itself as a key reference point, capable of identifying and enhancing the opportunities within an increasingly strategic and international sector.

**Overview of the Fashion System in Italy**

As highlighted by the *Fashion Economic Trends* of CNMI (*Camera Nazionale della Moda Italiana*), *“The sector is expected to close 2024 with a turnover of approximately 96 billion euros, down 5.3% compared to 2023, accentuating the unfavorable trend recorded in the first half of the year both in the Italian domestic market and in export markets. However, significant differences persist between core sectors—such as textiles, clothing, leather, leather goods, and footwear—which experienced an 8% decline in the second quarter, and so-called related sectors—such as jewelry, bijoux, beauty, and eyewear—where the boom in the first half slowed in the third quarter but still maintained positive growth at +3.8%. In contrast, exports, despite a general slowdown, are expected to close the year with a low single-digit growth of 2% year-on-year, reaching 90 billion euros.”*

**Focus on the Fashion & Bijoux Supply Chain**

**FOREIGN TRADE (\*)**

In 2024, Italian exports of products from the Fashion & Bijoux supply chain are expected to remain stable compared to 2023, closing at around 4.5 billion euros. Despite a 3.2% decline in the fashion accessories segment, bijoux exports will grow by nearly 5%. Fashion accessories will continue to account for the largest share of Italian exports, with an estimated value of around 2.7 billion euros, while bijoux products will reach approximately 1.8 billion euros.

For 2025, Italian exports are expected to grow at an average annual rate of 6.3%, with further expansion in bijoux products (+9.2%) and a recovery in fashion accessories (+4.3%). Between 2026 and 2028, Italian exports will grow at an average annual rate of 7%, reaching approximately 5.8 billion euros.

**PRODUCTION AND DOMESTIC DEMAND (\*)**

In 2024, the production of Fashion & Bijoux products in Italy is estimated to be around 6 billion euros, marking a 22% increase compared to pre-pandemic levels. The bijoux segment has grown by 60% compared to 2019, while fashion accessories have recorded more moderate growth (+6%). Domestic demand, measured as apparent consumption, is projected to reach approximately 3.2 billion euros (+19% compared to 2019), with stronger growth for bijoux products (+28.2%) compared to fashion accessories (+13%).

The ranking of the world’s leading markets for the Fashion & Bijoux supply chain in the preliminary estimates for 2024 sees the United States maintaining the top position for bijoux products (3.9 billion euros), followed by Hong Kong, Germany, the United Kingdom, France, and Switzerland.

In the 2025–2028 scenario, the largest contributions to the growth of global demand are expected to come from imports in:

* **United States:** +654 million euros (CAGR: +4%)
* **Hong Kong:** +650 million euros (CAGR: +6.3%)
* **Germany:** +246 million euros (CAGR: +4.8%)
* **France:** +229 million euros (CAGR: +5.3%)

*(\*)* ***Data source:*** *ExportPlanning Platform – December 2024*