



FOOTWEAR & LEATHER GOODS SECTOR

European & International Market

Around 23.9 billion pairs of footwear are produced worldwide each year, mainly in Asia. Europe accounts for only 2.3% of global production, but maintains a strong position in high-quality and leather footwear, with sector turnover of €29.05 billion. The most important European markets are Germany, France and Italy, where demand is more closely associated with quality, design and product origin.

In Italy, Greece's share of footwear imports remains low at just 0.47%, but Greek exports of leather footwear to the Italian market almost tripled between 2021 and 2023.

High-quality Greek footwear can be positioned as a nearby, certified and high-quality option for the European premium market.

01.Βασικοί δείκτες αγοράς



**€29.05
billion**

Turnover of the
European footwear
sector, 2022



**16,600
enterprises**

with 226,000
employees in the EU



**€11.7
billion**

Germany's footwear
imports, 2023



0,47%

Greek share of
Italy's footwear
imports, 2023

02.Main target markets



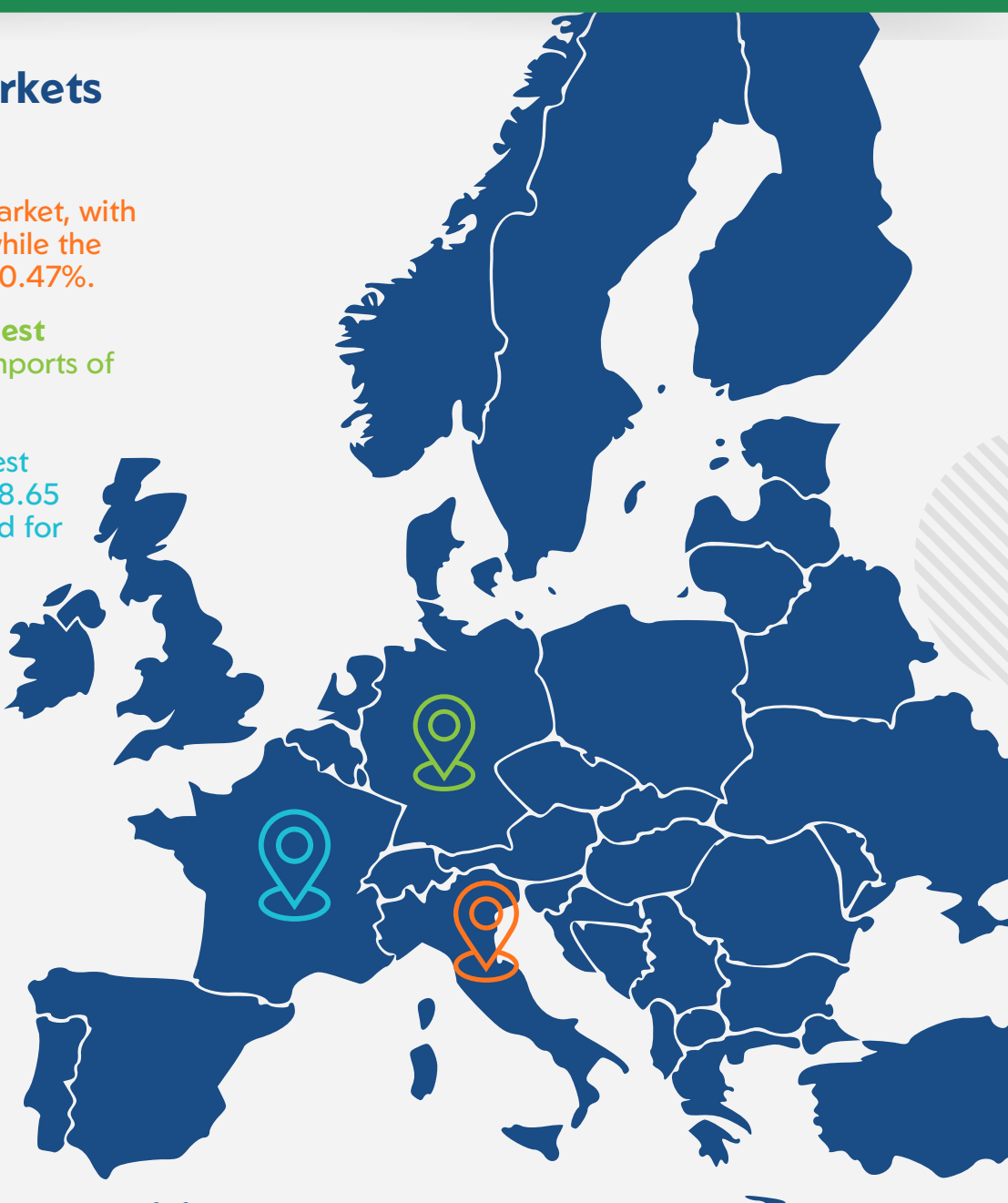
Italy: The third-largest market, with imports of €7.76 billion, while the Greek share remains just 0.47%.



Germany: Europe's largest footwear market with imports of €11.7 billion in 2023.



France: The second-largest market, with imports of €8.65 billion and strong demand for quality products.



03. Regulations as a condition of access



CHEMICALS IN LEATHER

Treated leather must comply with REACH limits for chromium VI.



SUPPLY CHAIN & SUSTAINABILITY

Large European buyers require documented sustainability and traceability information from their suppliers.



LEATHER ORIGIN & TRACEABILITY

The origin of leather remains an important traceability factor, even though leather was removed from the scope of the EUDR by an act in July 2026.

04.Strategies that create value



Systematic participation in international sector trade fairs, with scheduled meetings with buyers.



Partnerships with European distribution networks and designers.



Emphasis on quality and sustainability rather than competing solely on low price.



Sustainability certification and documentation of the origin of raw materials.



Direct digital sales and the use of technologies such as 3D design.

Conclusion:

Italy is a large and geographically close market for high-quality Greek footwear. The 15.4% decline in Italian production in 2024 creates additional room for new suppliers, while participation in international trade fairs can strengthen the visibility of the quality and origin of Greek products.