



Womenswear in Sweden

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline, as current retail value growth is boosted by inflation
Relaxed, semi-formal trends influence purchasing decisions in Sweden
E-commerce and social media influence drive sales in womenswear

PROSPECTS AND OPPORTUNITIES

Opposing trends of fast fashion and sustainability drive growth in womenswear
A rising interest in activity boosts sales of sportswear across the forecast period
Second-hand and vintage goods place growing pressure on retail value sales

CATEGORY DATA

- Table 1 - Sales of Womenswear by Category: Volume 2018-2023
- Table 2 - Sales of Womenswear by Category: Value 2018-2023
- Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023
- Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023
- Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
- Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
- Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
- Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
- Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
- Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
- Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023
- Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
- Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028
- Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028
- Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
- Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Sweden - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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