



Hosiery in Norway

November 2023

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Hosiery in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline and only modest value growth for hosiery in 2023
Hosiery continues to face complex challenges within a changing retail landscape
Norway's long-established affection for exercise is a rare fillip for the category

PROSPECTS AND OPPORTUNITIES

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Innovative strategies will be key for category growth
Conservative styles will continue to prevail, but playful features may help add value over the forecast period

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DISCLAIMER

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