

Womenswear in Norway

Market Direction | 2022-12-29 | 27 pages | Euromonitor

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Report description:

Womenswear registered a decline in retail volume sales in 2020, followed by a rebound in 2021 as society moved towards normality in the wake of Coronavirus (COVID-19). In 2022, as the threat of COVID-19 and related restrictions continued to ease, consumers returned more fully to work and social norms. Womenswear is the most mature category in apparel in Norway, and, as such, was unsurprisingly hit hard by the pandemic. While women are more inclined than men to impulse buy or shop as a leisure ac...

Euromonitor International's Womenswear in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Womenswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Growing use of social media when looking for womenswear

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