

Childrenswear in Sweden

Market Direction | 2023-01-09 | 18 pages | Euromonitor

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Report description:

Childrenswear saw weaker retail volume and current value growth in 2022 compared to womenswear and menswear. The category made a strong recovery in 2021 following the pandemic with current value sales returning to pre-pandemic levels in the same year. Since the Swedish authorities actively avoided closing schools and kindergartens, children were able to continue a relatively normal routine during the pandemic, resulting in more stable demand for childrenswear. As COVID-19 restrictions on social...

Euromonitor International's Childrenswear in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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Sustainable products continue to gain popularity

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