

Jeans in Sweden

Market Direction | 2023-01-09 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Jeans saw a positive recovery in current value terms in 2022, primarily driven by the return to normal pre-pandemic routines and in-store shopping. As consumers returned to professional and social patterns, demand for comfortable casual bottoms recovered with denim pants being one of the most common choices especially among women. Women's jeans returned to pre-pandemic sales levels in stark contrast to men's jeans which is struggling to recover. Retailers have shifted from body-sculpturing half...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Jeans in Sweden
Euromonitor International
January 2023

List Of Contents And Tables

JEANS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Women lead demand for denim, whilst men's jeans struggle to recover

Inflation negatively dampens retail volume sales

Premium brands perform well even as economy jeans improve sales

PROSPECTS AND OPPORTUNITIES

Digitalisation and innovation will help drive recovery

Gap between economy and premium jeans is to narrow

Sustainable jeans to see the biggest growth over the next years

CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2017-2022

Table 2 Sales of Jeans by Category: Value 2017-2022

Table 3 Sales of Jeans by Category: % Volume Growth 2017-2022

Table 4 Sales of Jeans by Category: % Value Growth 2017-2022

Table 5 Sales of Men's Jeans by Category: Volume 2017-2022

Table 6 Sales of Men's Jeans by Category: Value 2017-2022

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2017-2022

Table 8 Sales of Men's Jeans by Category: % Value Growth 2017-2022

Table 9 Sales of Women's Jeans by Category: Volume 2017-2022

Table 10 Sales of Women's Jeans by Category: Value 2017-2022

Table 11 Sales of Women's Jeans by Category: % Volume Growth 2017-2022

Table 12 Sales of Women's Jeans by Category: % Value Growth 2017-2022

Table 13 NBO Company Shares of Jeans: % Value 2018-2022

Table 14 LBN Brand Shares of Jeans: % Value 2019-2022

Table 15 Forecast Sales of Jeans by Category: Volume 2022-2027

Table 16 Forecast Sales of Jeans by Category: Value 2022-2027

Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2022-2027

Table 18 Forecast Sales of Jeans by Category: % Value Growth 2022-2027

Table 19 Forecast Sales of Men's Jeans by Category: Volume 2022-2027

Table 20 Forecast Sales of Men's Jeans by Category: Value 2022-2027

Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2022-2027

Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2022-2027

Table 23 Forecast Sales of Women's Jeans by Category: Volume 2022-2027

Table 24 Forecast Sales of Women's Jeans by Category: Value 2022-2027

Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN SWEDEN

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 27 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 28 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 31 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 33 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 36 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 37 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 38 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Jeans in Sweden

Market Direction | 2023-01-09 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com