

## **Womenswear in Sweden**

Market Direction | 2023-01-09 | 29 pages | Euromonitor

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### **Report description:**

Womenswear saw current value sales rise by 8% in 2022, primarily driven by outerwear sales. The Swedish economy rebounded following the pandemic amid higher vaccination rates, which allowed women in Sweden to return to pre-COVID-19 routines. Women's social lives also resumed with pent-up demand for shopping bringing consumers back to retail outlets. Despite inflationary challenges in the second half of 2022, demand surged for special occasion dresses purchased for weddings and graduations, as we...

Euromonitor International's Womenswear 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: 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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