

Apparel and Footwear in Sweden

Market Direction | 2023-11-30 | 90 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Apparel and footwear in Sweden is expected to display weaker current retail value and volume growth in 2023. Retail volume will post an overall decline, while retail value is set to remain positive, albeit lower than levels experienced in 2021 and 2022, primarily driven by inflation and rising unit prices. The expected decline in retail volume is attributed to a strong resurgence in sales post-COVID-19, boosting volume in 2021 and 2022, with pent-up demand driving semi-formal and formal wear sal...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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@scott-international.com

www.scott-international.com

Table of Contents:

Apparel and Footwear in Sweden
Euromonitor International
November 2023

List Of Contents And Tables

APPAREL AND FOOTWEAR IN SWEDEN

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline, as current retail value growth is boosted by inflation
Relaxed, semi-formal trends influence purchasing decisions in Sweden
E-commerce and social media influence drive sales in womenswear?

PROSPECTS AND OPPORTUNITIES

Opposing trends of fast fashion and sustainability drive growth in womenswear
A rising interest in activity boosts sales of sportswear across the forecast period
Second-hand and vintage goods place growing pressure on retail value sales

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023
Table 14 Sales of Womenswear by Category: Value 2018-2023
Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023
Table 17 NBO Company Shares of Womenswear: % Value 2019-2023
Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023
 Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
 Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023
 Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023
 Table 23 □NBO Company Shares of Women's Swimwear: % Value 2019-2023
 Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023
 Table 25 □NBO Company Shares of Women's Underwear: % Value 2019-2023
 Table 26 □LBN Brand Shares of Women's Underwear: % Value 2020-2023
 Table 27 □Forecast Sales of Womenswear by Category: Volume 2023-2028
 Table 28 □Forecast Sales of Womenswear by Category: Value 2023-2028
 Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
 Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Formal wear experiences a downward trend as retail volume sales struggle
 The casual elegance trend persists despite retailers focusing on expressive lines
 A rise in sportswear drives growth, as many integrate sportswear with daily attire

PROSPECTS AND OPPORTUNITIES

Brands focus on product development and expertise to boost consumer loyalty
 Sportswear drives growth, with innovations in materials and technology boosting sales
 Omnichannel approaches that focus on convenience drive sales in menswear

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023
 Table 32 Sales of Menswear by Category: Value 2018-2023
 Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023
 Table 34 Sales of Menswear by Category: % Value Growth 2018-2023
 Table 35 NBO Company Shares of Menswear: % Value 2019-2023
 Table 36 LBN Brand Shares of Menswear: % Value 2020-2023
 Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023
 Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
 Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023
 Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023
 Table 41 □NBO Company Shares of Men's Swimwear: % Value 2019-2023
 Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023
 Table 43 □NBO Company Shares of Men's Underwear: % Value 2019-2023
 Table 44 □LBN Brand Shares of Men's Underwear: % Value 2020-2023
 Table 45 □Forecast Sales of Menswear by Category: Volume 2023-2028
 Table 46 □Forecast Sales of Menswear by Category: Value 2023-2028
 Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
 Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Second-hand clothes and a declining birth rate pose challenges to sales
 Brands focus on sustainable clothing and the circular economy to drive sales
 Social media helps to drive sales among older children

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

A rise in sustainable clothing, with a shift towards quality and functionality

The reduction in birth rates remains a challenge to retail volume sales

Social media platforms and the prevalence of e-commerce drives growth

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following COVID-19, an increasing interest in sports aids sales on the landscape

Players focus on an omnichannel approach and advancements in digitalisation

International sportswear players lead, focusing on brand extensions

PROSPECTS AND OPPORTUNITIES

Growth benefits from physical activities becoming part of everyday life

Innovation in sportswear will drive retail value sales across the forecast period

A focus on quality will drive retail value growth across the forecast period

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Due to the durable nature of jeans, consumers postpone purchases

Growth for premium jeans due to strong distribution and discounted prices

Lager 157 and Zara perform well, offering appealing prices during inflation

PROSPECTS AND OPPORTUNITIES?

The mature market and discounted prices will challenge retail value growth

Discounting blurs the lines between standard and premium jeans

E-commerce drives innovation, with niche players focusing on sustainability

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023
Table 71 Sales of Men's Jeans by Category: Value 2018-2023
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023
Table 75 □Sales of Women's Jeans by Category: Value 2018-2023
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 78 □NBO Company Shares of Jeans: % Value 2019-2023
Table 79 □LBN Brand Shares of Jeans: % Value 2020-2023
Table 80 □Forecast Sales of Jeans by Category: Volume 2023-2028
Table 81 □Forecast Sales of Jeans by Category: Value 2023-2028
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines as players struggle to add value to hosiery offerings
Sheer hosiery is challenged by working from home and casual fashion trends
Rising health and exercise trends boost retail volume sales for non-sheer hosiery

PROSPECTS AND OPPORTUNITIES

The wide offering of affordable goods in grocery stores subdues value for hosiery
Innovation in sports hosiery drives retail volume and value growth
Higher quality and functionality to be seen in everyday hosiery options

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023
Table 93 Sales of Hosiery by Category: Value 2018-2023
Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023
Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023
Table 96 NBO Company Shares of Hosiery: % Value 2019-2023
Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023
Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028
Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028
Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Consumers cut down or postpone purchases during a challenging time
Volume decline for ties and belts as occasions are postponed due to inflation
Fashion apparel retains its lead against top sportswear giants

PROSPECTS AND OPPORTUNITIES

Changing weather drives ongoing sales of scarves, gloves, hats and caps
Growth is challenged by apparel accessories being a supplementary purchase
Luxury brands are set to perform well, with widening appeal and distribution

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023
Table 103 Sales of Apparel Accessories by Category: Value 2018-2023
Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023
Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023
Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023
Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023
Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028
Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028
Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028
Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation leads to dampened sales for footwear in 2023?
E-commerce sales struggle due to consumers' need to try footwear on in person
Sports footwear drives sales as outdoor and indoor activities increase

PROSPECTS AND OPPORTUNITIES

Sustainable options and a shift from quantity to quality drive value over the forecast period
Online returns remain high as consumers struggle with size and fit
Children's footwear benefits from shorter lifespans and rising mini-me trends

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023
Table 113 Sales of Footwear by Category: Value 2018-2023
Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023
Table 115 Sales of Footwear by Category: % Value Growth 2018-2023
Table 116 NBO Company Shares of Footwear: % Value 2019-2023
Table 117 LBN Brand Shares of Footwear: % Value 2020-2023
Table 118 Distribution of Footwear by Format: % Value 2018-2023
Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028
Table 120 Forecast Sales of Footwear by Category: Value 2023-2028
Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028
Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Apparel and Footwear in Sweden

Market Direction | 2023-11-30 | 90 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@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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	<input type="text" value="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com