

Childrenswear in Norway

Market Direction | 2023-11-30 | 17 pages | Euromonitor

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Report description:

Childrenswear has seen volume sales decline in 2023, while inflation and rising unit prices have boosted current value sales, similar to the overall trend in apparel. While childrenswear did not experience the same fluctuations as other apparel categories during the pandemic, it was still impacted by similar dynamics, with parents often shopping for their children at the same time as when buying for themselves. As such, the category saw an upswing in performance in both 2021 and 2022 with someth...

Euromonitor International's Childrenswear 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 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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CHILDRENSWEAR IN NORWAY

KEY DATA FINDINGS

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Childrenswear sees some volume decline in 2023, but current value sales are boosted by inflation

Second hand, circular economy remains a key trend in childrenswear

New product development visible in childrenswear in 2023

PROSPECTS AND OPPORTUNITIES

Modest sales growth over the forecast period, thanks to ongoing innovation and key trend development within childrenswear

Declining birth rates to apply downward pressure on volume sales

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