

Apparel Accessories in Norway

Market Direction | 2024-12-09 | 20 pages | Euromonitor

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Report description:

Apparel accessories in Norway faced further decline in volume sales over 2024, although there was a mild improvement in consumption year on year. Apparel accessories are purchased with less frequency compared to most apparel categories. With inflation rising in recent years, there has been a lower propensity to buy apparel in 2024. Norwegians love for the outdoors activities and exercise continue to be a main driver of the category, especially due to the country's diverse and relatively harsh cl...

Euromonitor International's Apparel Accessories 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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 Accessories 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.

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APPAREL ACCESSORIES IN NORWAY

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Apparel accessories sees mild improvement in volume sales

Brands perform well in the low cost, mid-range and luxury segments

E-commerce is key channel in accessories

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Value sales likely to be hindered by infrequency of purchase and discounting

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