

## **Apparel Accessories in Sweden**

Market Direction | 2025-01-28 | 19 pages | Euromonitor

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### **Report description:**

In 2024, apparel accessories in Sweden recorded retail value growth of 3%, benefiting from higher unit prices, while retail volume growth recorded a positive uplift of 1%. Between 2021 and 2023, apparel accessories saw fewer purchases, as they were easier to postpone during times of financial constraint. However, demand remained steady in 2024, driven by Sweden's harsh and unpredictable climate, along with the strong preference for outdoor activities regardless of weather conditions. There was a...

Euromonitor International's Apparel Accessories 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 2020-2024 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 2029 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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Euromonitor International  
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##### 2024 DEVELOPMENTS

Steady sales is driven by the demand for outdoor apparel accessories

Domestic low cost reatiler, H&M, retains its lead of the competitive landscape

Retail e-commerce is supported by the low demand to try items on instore

##### PROSPECTS AND OPPORTUNITIES

Premium options and the outdoor trend are expected to support growth over the forecast period

Frequent discounting is expected to dampen value growth for apparel accessories

Manufacturers are expected to prioritise recyclability and sustainable production methods

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