

## **Childrenswear in Sweden**

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

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### **Report description:**

In 2024, the childrenswear category in Sweden faced a modest decline in volume sales, while retail value increased by 3%. Despite the ongoing preference for high-quality items, particularly for outdoor activities, the sector encountered challenges. Stagnating birth rates negatively impacted sales, with Sweden experiencing a decreasing population of children aged 0-14 years. While inflation contributed to higher-value sales, volume growth remained under pressure. However, parents, especially moth...

Euromonitor International's Childrenswear 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: 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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January 2025

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#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A fall in the population under 14 years continues to challenge sales of childrenswear

The consolidated competitive landscape is led by Lindex Sverige AB and H&M Hennes & Mauritz Sverige AB

A strong focus on sustainability shapes consumer behaviour in childrenswear

#### PROSPECTS AND OPPORTUNITIES

Retail value growth is set to remain positive, supported by demand for sustainable and high-quality brands

A declining birth rate and the rising second-hand trend is set to challenge retail volume sales

Retail e-commerce and the influence of social media are set to support retail value growth

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