

## **Footwear in Sweden**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, footwear in Sweden recorded a 4% increase in retail value sales, while volume growth was positive. After strong growth in 2021, driven by a post-pandemic surge and high demand for sports footwear, the market began to stabilise, and retail volume declined in 2023. However, this correction in the sports goods segment continued into 2024, with sports footwear recording a decline in retail value. Consequently, it was women's footwear that supported the retail volume rise in 2024.

Euromonitor International's 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 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- \* Get a detailed picture of the 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@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Footwear in Sweden  
Euromonitor International  
January 2025

### List Of Contents And Tables

#### FOOTWEAR IN SWEDEN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Women's footwear supports retail value and volume sales while sports footwear struggles

A movement towards niche and premium footwear brands impacts the competitive landscape

Players focus on omnichannel strategies while improving online services

##### PROSPECTS AND OPPORTUNITIES

Outdoor and performance footwear, and formal and bolder designs will drive retail value

Frequent discounting will act as a barrier to stronger growth across the forecast period

Recyclable materials and a focus on durability is set to rise as players improve their sustainable attributes

##### CATEGORY DATA

Table 1 Sales of Footwear by Category: Volume 2019-2024

Table 2 Sales of Footwear by Category: Value 2019-2024

Table 3 Sales of Footwear by Category: % Volume Growth 2019-2024

Table 4 Sales of Footwear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Footwear: % Value 2020-2024

Table 6 LBN Brand Shares of Footwear: % Value 2021-2024

Table 7 Distribution of Footwear by Format: % Value 2019-2024

Table 8 Forecast Sales of Footwear by Category: Volume 2024-2029

Table 9 Forecast Sales of Footwear by Category: Value 2024-2029

Table 10 □Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Footwear by Category: % Value Growth 2024-2029

#### APPAREL AND FOOTWEAR IN SWEDEN

##### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

##### MARKET DATA

Table 12 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 13 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 18 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 21 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 22 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

**Footwear in Sweden**

Market Direction | 2025-01-28 | 19 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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