

Jeans in Sweden

Market Direction | 2025-01-28 | 23 pages | Euromonitor

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Report description:

In 2024, jeans in Sweden continued to face challenges. While retail value sales were positive at 3%, driven by inflation and rising unit prices, retail volume sales struggled to recover to pre-pandemic levels. Jeans have long been a staple in Swedish wardrobes, with many consumers opting for durable, premium alternatives. As a result, it became easier for Swedes to postpone purchasing jeans in 2024, particularly given the rising cost of living. This was reflected in their tendency to wait for sa...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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JEANS IN SWEDEN

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2024 DEVELOPMENTS

Jean sales are postponed as the rising cost of living shapes purchasing habits

The economy and standard segments perform well, as Bestseller Sverige AB retains its lead

Consumers are increasingly aware of durability, quality, and eco-friendly practices

PROSPECTS AND OPPORTUNITIES

Challenges to retail volume growth will include market maturity and discount pricing

In-store is set to focus on customer services, while retail e-commerce improves its functionalities

Discounting blurs the lines between standard and premium jeans

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