

Menswear in Sweden

Market Direction | 2025-01-28 | 27 pages | Euromonitor

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Report description:

In 2024, menswear in Sweden followed broader apparel trends, with a slight decline in volume sales and a 3% uplift in value growth. The retail value uplift was partly driven by inflation and rising unit prices.

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation and rising unit prices support retail value growth while retail volume declines

Dressmann retains its lead while Zara continues to gain share

Convenience and affordability drive sales of menswear on retail e-commerce

PROSPECTS AND OPPORTUNITIES

There is set to be a shift towards high-quality, fashionable items and statement pieces

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