

Apparel and Footwear Specialists in Norway

Market Direction | 2025-02-27 | 37 pages | Euromonitor

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Report description:

In 2024, apparel and footwear specialists in Norway are employing various strategies to effectively target younger generations, particularly Gen Z and Millennials. Many brands are emphasising sustainability, which resonates strongly with younger consumers. KappAhl has expanded its second-hand clothing offerings, allowing young shoppers to engage in sustainable fashion practices by purchasing pre-owned items. Some stores are leveraging social media platforms to connect with younger audiences. H&M...

Euromonitor International's Apparel and Footwear Specialists in Norway report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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 and Footwear Specialists 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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