

# Apparel and Footwear Specialists in Sweden

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Table of Contents

# Apparel and Footwear Specialists in Sweden - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Apparel and footwear specialists struggle as consumers spend more on out-of-home activities High street apparel and footwear shops struggle to recover from previous impacts Pure online players remain a significant threat

# PROSPECTS AND OPPORTUNITIES

Challenges will remain for apparel and footwear specialists Social media could act as strategic channel to funnel sales via e-commerce Omnichannel strategies and enhanced customer service become increasingly important

## CHANNEL DATA

Table 1 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
Table 4 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
Table 5 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
Table 6 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 7 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

# Retail in Sweden - Industry Overview

# EXECUTIVE SUMMARY

Retail in 2024: The big picture Retail e-commerce returns to stronger sales after its previous slump Polarisation between premium and budget options What next for retail?

# OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2024 Seasonality Christmas Black Friday/Black Week Summer sales

#### MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 10 - Sales in Retail Offline by Channel: Value 2019-2024
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 12 - Retail Offline Outlets by Channel: Units 2019-2024
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 19 - Sales in Grocery Retailers by Channel: Walue Growth 2019-2024
Table 20 - Grocery Retailers by Channel: Work 2019-2024

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024 Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024 Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024 Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 28 - Retail GBO Company Shares: % Value 2020-2024 Table 29 - Retail GBN Brand Shares: % Value 2021-2024 Table 30 - Retail Offline GBO Company Shares: % Value 2020-2024 Table 31 - Retail Offline GBN Brand Shares: % Value 2021-2024 Table 32 - Retail Offline LBN Brand Shares: Outlets 2021-2024 Table 33 - Retail E-Commerce GBO Company Shares: % Value 2020-2024 Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024 Table 35 - Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 36 - Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029 Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029 Table 43 - Forecast Sales in Retail Offline by Channel: Value 2024-2029 Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029 Table 45 - Forecast Retail Offline Outlets by Channel: Units 2024-2029 Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029 Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029 Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029 Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029 Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029 Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029 Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029 Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029 Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029 Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029 Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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### SOURCES

Summary 2 - Research Sources

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