



Apparel and Footwear Specialists in Sweden

April 2024

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Apparel and Footwear Specialists in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive effects of the return to pre-COVID-19 pandemic lifestyles ebbs by 2023
H&M is a confident leader in a highly fragmented competitive landscape
Sustainability-orientated concepts abound among apparel and footwear specialists

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