

Apparel and Footwear Specialists in Sweden

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Apparel and Footwear Specialists in Sweden - Category analysis

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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

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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

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