



# Apparel and Footwear Specialists in Norway

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Apparel & footwear specialists are targeting younger generations
- Norwegians economise when purchasing apparel and footwear
- Leaders invest in sustainable operations

PROSPECTS AND OPPORTUNITIES

- Second-hand clothing offers growth opportunities
- Growing competition from retail e-commerce
- Inbound tourism will create positive impact on this category

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- Consumers still economise on non-essentials goods
- What next for retail?

OPERATING ENVIRONMENT

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