



**Euromonitor  
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# Womenswear in Norway

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Womenswear shows signs of stabilisation
- Fragmented landscape led by low cost retailers
- Circular economy is strong in womenswear

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- Women to seek higher quality pieces and more functional sportswear
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Apparel and Footwear in Norway - Industry Overview

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