

# Footwear in Norway

December 2024

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# Footwear in Norway - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Footwear sales begin to normalise Nike and adidas lead the competitive landscape Omnichannel strategies are leveraged to reduce high level of returns

## PROSPECTS AND OPPORTUNITIES

Stable outlook in the footwear department Players are reliant on using price promotions to drive sales Sustainability will drive change in supply and demand

## CATEGORY DATA

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# Apparel and Footwear in Norway - Industry Overview

#### EXECUTIVE SUMMARY

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#### MARKET DATA

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