



Footwear in Norway

November 2023

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Footwear in Norway - Category analysis

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2023 DEVELOPMENTS

As with apparel, footwear sees volume sales decline and modest current value growth

After a temporary boost, footwear specialists fall flat once again in 2023

Sports-inspired footwear continues to prevail, but formal footwear regains interest

PROSPECTS AND OPPORTUNITIES

Enduring fashion trends will favour dress sneakers and sports-inspired footwear

Online developments will simplify retailing experiences for local consumers

Added value likely to be visible in sport-specific footwear as manufacturers respond to consumer concerns

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