



Apparel and Footwear in Norway

November 2023

Table of Contents

Apparel and Footwear in Norway

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Childrenswear sees some volume decline in 2023, but current value sales are boosted by inflation
Second hand, circular economy remains a key trend in childrenswear
New product development visible in childrenswear in 2023

PROSPECTS AND OPPORTUNITIES

Modest sales growth over the forecast period, thanks to ongoing innovation and key trend development within childrenswear
Declining birth rates to apply downward pressure on volume sales
E-commerce and social media will continue to drive growth in childrenswear in the coming years

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023
Table 14 - Sales of Childrenswear by Category: Value 2018-2023
Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023
Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023
Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023
Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028
Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028
Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Like other categories in apparel, accessories sees weak growth in 2023

Norwegian weather is a key driver of product development and sales

Face masks fade into the distance, post-pandemic

PROSPECTS AND OPPORTUNITIES

Apparel accessories will continue to face challenges as consumer behaviour evolves

Statement accessories will continue to contribute to the ongoing luxury trend

E-commerce will continue to represent a significant percentage of sales of apparel accessories

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023

Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023

Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Some volume decline in 2023 follows two years of high demand

Casual elegance remains the most popular style among Norwegian men

Sportswear continues to drive growth in menswear in 2023

PROSPECTS AND OPPORTUNITIES

Key growth drivers will remain unchanged over the forecast period

E-commerce will remain highly influential in the years ahead

Sportswear will continue to see innovation and new product development as players vie for share

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023

Table 34 - Sales of Menswear by Category: Value 2018-2023

Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023

Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Menswear: % Value 2019-2023

Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023

Table 39 - NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023

- Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
- Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028
- Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028
- Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
- Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales receive a boost from inflation and rising prices, but volume sales decline
 Post-pandemic consumer behaviour favours a return to occasional and formal womenswear
 E-commerce remains essential to category performance in 2023

PROSPECTS AND OPPORTUNITIES

Growth likely to be hindered somewhat by category maturity and intense discounting activity over the forecast period
 Internet retailing will remain a key feature of womenswear in Norway
 Increased sporting activity will boost growth in women's sportswear in the years ahead

CATEGORY DATA

- Table 51 - Sales of Womenswear by Category: Volume 2018-2023
- Table 52 - Sales of Womenswear by Category: Value 2018-2023
- Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023
- Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023
- Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023
- Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023
- Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
- Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
- Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
- Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
- Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
- Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
- Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023
- Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
- Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028
- Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028
- Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
- Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans sees volume decline in 2023, but current value sales are boosted by inflation
 Premium jeans performs well in 2023 as Norwegians value quality
 Comfort and classic fits remain popular with Norwegians

PROSPECTS AND OPPORTUNITIES

Despite the ubiquity of jeans, category maturity is likely to hamper growth over the forecast period
 Frequent discounting activity is set to impact value growth in jeans
 E-commerce will remain a key driver of sales for niche and premium brands

CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023
 Table 70 - Sales of Jeans by Category: Value 2018-2023
 Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023
 Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023
 Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023
 Table 74 - Sales of Men's Jeans by Category: Value 2018-2023
 Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023
 Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023
 Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023
 Table 78 - Sales of Women's Jeans by Category: Value 2018-2023
 Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023
 Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023
 Table 81 - NBO Company Shares of Jeans: % Value 2019-2023
 Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023
 Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028
 Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028
 Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
 Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028
 Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028
 Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028
 Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
 Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
 Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028
 Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028
 Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
 Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline and only modest value growth for hosiery in 2023
 Hosiery continues to face complex challenges within a changing retail landscape
 Norway's long-established affection for exercise is a rare fillip for the category

PROSPECTS AND OPPORTUNITIES

Hosiery landscape will remain largely unchanged in the years ahead
 Innovative strategies will be key for category growth
 Conservative styles will continue to prevail, but playful features may help add value over the forecast period

CATEGORY DATA

Table 95 - Sales of Hosiery by Category: Volume 2018-2023
 Table 96 - Sales of Hosiery by Category: Value 2018-2023
 Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023
 Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023
 Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023
 Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023
 Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028
 Table 102 - Forecast Sales of Hosiery by Category: Value 2023-2028
 Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
 Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in Norway

KEY DATA FINDINGS

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

CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2018-2023

Table 106 - Sales of Footwear by Category: Value 2018-2023

Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 109 - NBO Company Shares of Footwear: % Value 2019-2023

Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 111 - Distribution of Footwear by Format: % Value 2018-2023

Table 112 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 113 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in Norway

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category maturity slows volume growth in 2023

Frequent discounting in 2023 as sportswear players seek to clear inventories post pandemic

E-commerce remains highly significant for sales of sportswear

PROSPECTS AND OPPORTUNITIES

Sportswear will continue to benefit from activity trends but faces ongoing maturity

Category will be characterised by premiumisation as Norwegians seek added value

Sports-inspired apparel will remain popular in Norway in the years ahead

CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2018-2023

Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023

Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023

Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023

Table 120 - Distribution of Sportswear by Format: % Value 2018-2023

Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-norway/report.