



Euromonitor
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Apparel and Footwear in Sweden

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A fall in the population under 14 years continues to challenge sales of childrenswear
The consolidated competitive landscape is led by Lindex Sverige AB and H&M Hennes & Mauritz Sverige AB
A strong focus on sustainability shapes consumer behaviour in childrenswear

PROSPECTS AND OPPORTUNITIES

Retail value growth is set to remain positive, supported by demand for sustainable and high-quality brands
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Dressmann retains its lead while Zara continues to gain share
Convenience and affordability drive sales of menswear on retail e-commerce

PROSPECTS AND OPPORTUNITIES

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The economy and standard segments perform well, as Bestseller Sverige AB retains its lead

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Low-cost fashion brands retain the lead as hosiery is bought when shopping for other goods

A rising number of brands focus on sustainable materials to appeal to eco-conscious consumers

PROSPECTS AND OPPORTUNITIES

Hosiery's status as a necessity is expected to limited retail value growth

The sports and wellness trend will create an opportunity for innovation over the forecast period

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Footwear in Sweden

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Women’s footwear supports retail value and volume sales while sports footwear struggles
A movement towards niche and premium footwear brands impacts the competitive landscape
Players focus on omnichannel strategies while improving online services

PROSPECTS AND OPPORTUNITIES

Outdoor and performance footwear, and formal and bolder designs will drive retail value
Frequent discounting will act as a barrier to stronger growth across the forecast period
Recyclable materials and a focus on durability is set to rise as players improve their sustainable attributes

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Growth for sportswear struggles following heightened sales during the early review period
Adidas retains its lead of the fragmented competitive landscape in sportswear
Advancements in digitalisation support sales through retail e-commerce

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