



Childrenswear in Sweden

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

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
A declining birth rate and the rising second-hand trend is set to challenge retail volume sales
Retail e-commerce and the influence of social media are set to support retail value growth

CATEGORY DATA

- Table 1 - Sales of Childrenswear by Category: Volume 2019-2024
- Table 2 - Sales of Childrenswear by Category: Value 2019-2024
- Table 3 - Sales of Childrenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Childrenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Childrenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Childrenswear: % Value 2021-2024
- Table 7 - Forecast Sales of Childrenswear by Category: Volume 2024-2029
- Table 8 - Forecast Sales of Childrenswear by Category: Value 2024-2029
- Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

Apparel and Footwear in Sweden - Industry Overview

EXECUTIVE SUMMARY

- Apparel and footwear in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for apparel and footwear?

MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 12 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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