



Hosiery in Sweden

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The category struggles to gain retail volume as fashion trends in hosiery are limited
Low-cost fashion brands retain the lead as hoisery 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
Retail e-commerce is expected to increase variety and drive sales of hosiery

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Apparel and Footwear in Sweden - Industry Overview

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