



Euromonitor
International

Apparel and Footwear Specialists in Finland

February 2025

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2024 DEVELOPMENTS

Another year of decline for apparel and footwear specialists in 2024

Fragmentation continues to characterise the category

Competition from the outside challenges channel sales

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Sales expected to take a turn for the better over the forecast period

E-commerce will continue growing faster than the offline channel

Second-hand products will become increasingly acceptable

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DISCLAIMER

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