



Womenswear in Sweden

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Social media and impulse buying support sales of womenswear in 2024
Domestic, low-cost fashion retailers retain the leading positions in womenswear
Fashion trends and sustainability support growth for second-hand and vintage goods

PROSPECTS AND OPPORTUNITIES

Ultra-fast fashion brands are expected to be challenged by heightened ethical concerns
High maturity and frequent sales is set to challenge womenswear over the forecast period
Players will increasingly focus on omnichannel strategies, supporting sales through retail e-commerce

CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2019-2024
Table 2 - Sales of Womenswear by Category: Value 2019-2024
Table 3 - Sales of Womenswear by Category: % Volume Growth 2019-2024
Table 4 - Sales of Womenswear by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Womenswear: % Value 2020-2024
Table 6 - LBN Brand Shares of Womenswear: % Value 2021-2024
Table 7 - NBO Company Shares of Women's Nightwear: % Value 2020-2024
Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2021-2024
Table 9 - NBO Company Shares of Women's Outerwear: % Value 2020-2024
Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2021-2024
Table 11 - NBO Company Shares of Women's Swimwear: % Value 2020-2024
Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2021-2024
Table 13 - NBO Company Shares of Women's Underwear: % Value 2020-2024
Table 14 - LBN Brand Shares of Women's Underwear: % Value 2021-2024
Table 15 - Forecast Sales of Womenswear by Category: Volume 2024-2029
Table 16 - Forecast Sales of Womenswear by Category: Value 2024-2029
Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
Table 18 - Forecast Sales of Womenswear 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 19 - Sales of Apparel and Footwear by Category: Volume 2019-2024
Table 20 - Sales of Apparel and Footwear by Category: Value 2019-2024
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 25 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/womenswear-in-sweden/report.