



# Menswear in Sweden

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation and rising unit prices support retail value growth while retail volume declines  
Dressmann retains its lead while Zara continues to gain share  
Convenience and affordability drive sales of menswear on retail e-commerce

PROSPECTS AND OPPORTUNITIES

There is set to be a shift towards high-quality, fashionable items and statement pieces  
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Apparel and Footwear in Sweden - Industry Overview

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