



# Hosiery in Norway

November 2023

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## Hosiery in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume decline and only modest value growth for hosiery in 2023  
Hosiery continues to face complex challenges within a changing retail landscape  
Norway's long-established affection for exercise is a rare fillip for the category

#### PROSPECTS AND OPPORTUNITIES

Hosiery landscape will remain largely unchanged in the years ahead  
Innovative strategies will be key for category growth  
Conservative styles will continue to prevail, but playful features may help add value over the forecast period

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