

Womenswear in Denmark

November 2024

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Womenswear in Denmark - Category analysis

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2024 DEVELOPMENTS

Economic recovery supports higher growth in womenswear
Casualwear trend and exercise drives sales of tracksuits and leggings
Online shopping boosts womenswear sales

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Stronger economy provides solid outlook for womenswear Circular fashion to gain momentum as incomes recover E-commerce is a vital channel to womenswear brands

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