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International

# Apparel and Footwear in Sweden

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DISCLAIMER

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A fall in the population under 14 years continues to challenge sales of childrenswear  
The consolidated competitive landscape is led by Lindex Sverige AB and H&M Hennes & Mauritz Sverige AB  
A strong focus on sustainability shapes consumer behaviour in childrenswear

PROSPECTS AND OPPORTUNITIES

Retail value growth is set to remain positive, supported by demand for sustainable and high-quality brands  
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Convenience and affordability drive sales of menswear on retail e-commerce

#### PROSPECTS AND OPPORTUNITIES

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The economy and standard segments perform well, as Bestseller Sverige AB retains its lead

Consumers are increasingly aware of durability, quality, and eco-friendly practices

PROSPECTS AND OPPORTUNITIES

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Low-cost fashion brands retain the lead as hosiery is bought when shopping for other goods

A rising number of brands focus on sustainable materials to appeal to eco-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Hosiery's status as a necessity is expected to limited retail value growth

The sports and wellness trend will create an opportunity for innovation over the forecast period

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Footwear in Sweden

KEY DATA FINDINGS

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Women’s footwear supports retail value and volume sales while sports footwear struggles  
A movement towards niche and premium footwear brands impacts the competitive landscape  
Players focus on omnichannel strategies while improving online services

PROSPECTS AND OPPORTUNITIES

Outdoor and performance footwear, and formal and bolder designs will drive retail value  
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Advancements in digitalisation support sales through retail e-commerce

PROSPECTS AND OPPORTUNITIES

Stronger growth is predicted for the forecast period as interest in outdoor activities rises  
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