



Jeans in Sweden

February 2026

Table of Contents

Jeans in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability is playing a crucial role in product development as brands adopt eco-friendly practices

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Discounting culture suppresses value growth

Lager 157 drives growth with affordable basics

Chart 3 - Lager 157 Drives Growth by Focusing on Basics at Low Prices

Sustainability and e-commerce shape future prospects

WHAT'S NEXT?

Premium brands maintain appeal amidst discounting

Sustainability and e-commerce drive market fragmentation

Business impact of main trends

COMPETITIVE LANDSCAPE

Lager 157 and H&M drive market polarisation

Niche players and sustainability drive future growth

ASKET offering jeans made from recyclable materials

Chart 4 - ASKET Strengthens Polarisation by Blending Premium Quality and Sustainability

CHANNELS

Lager 157 and apparel specialists dominate in-store sales

E-commerce gains traction with premium and niche brands

No emerging retail brands or concepts in 2026

PRODUCTS

Sustainable practices driving innovation in premium jeans

Chart 5 - Nudie Jeans Expands Repair and Reuse Programme

Premium brands leverage sustainability for competitive advantage

E-commerce and multi-brand platforms will enable niche denim players to reach Swedish consumers

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Positive growth seen in the Swedish apparel and footwear market in 2025

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Apparel dominates sales, sportswear sees the most dynamic growth

Resale and rental reshape consumer behaviour

Chart 8 - Polarn O Pyret Expands Second-Hand Platform

WHAT'S NEXT?

Consumers drive demand for sustainable and premium products

Specialised products benefit from lifestyle and fitness trends
Omnichannel strategies and digital innovation shape the market

COMPETITIVE LANDSCAPE

H&M Group and specialised brands drive market polarisation
Lager 157 expansion and digital innovation reshape market dynamics
Chart 9 - Lager 157 Expands Store Network to Strengthen its Position in Affordable Basics
Ida Sjöstedt expands focus on social-media-led marketing and seasonal capsule drops
Chart 10 - Ida Sjöstedt Expands Social-Media-Driven Womenswear Collections

CHANNELS

Offline retail maintains lead despite e-commerce growth
E-commerce is the fastest-growing distribution channel
Omnichannel strategies drive consumer engagement

PRODUCTS

Resale platforms and premium basics drive market shift
Social media and discounting shape consumer behaviour
Market polarisation benefits economy and premium players

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Sweden 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Sweden 2025
Chart 14 - Consumer Landscape in Sweden 2025

COUNTRY REPORTS 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/jeans-in-sweden/report.