



# Sportswear in Sweden

February 2026

Table of Contents

## [Apparel Accessories in Sweden - Category analysis](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Weather-driven demand and premiumisation trend boost sales of apparel accessories

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Fjällräven expands premium offerings to meet climate-driven demand

Scarves the largest apparel accessories category

Weather-driven demand boosts value sales of apparel accessories

Chart 3 - Fjällräven Expands Premium Winter Accessories to Meet Climate-Driven Demand

#### WHAT'S NEXT?

Weather-driven demand and sustainability shape future outlook

Scarves and belts will remain the largest categories, while e-commerce will drive growth

Sustainability and premiumisation drive business opportunities

#### COMPETITIVE LANDSCAPE

Leading low-cost chains the major players in the apparel accessories market

No significant mergers or acquisitions or notable launches

COS bets on the mid-priced segment

Chart 4 - COS Reinforces Mid-Segment Positioning Through Elevated Accessories

#### CHANNELS

Apparel specialists drive in-store sales with broad assortments

E-commerce gains traction with low return rates and wide assortments

Sustainability and omnichannel presence shape retail environment

#### PRODUCTS

Sustainable materials drive innovation in accessories

Chart 5 - Fjällräven's Organic Cotton "Swedish Classic Map Scarf" Reflects Sustainable Design

Premium winter accessories drive value growth

Innovation and sustainability shape business opportunities

#### 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/sportswear-in-sweden/report](http://www.euromonitor.com/sportswear-in-sweden/report).