

Womenswear in Norway

November 2023

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2023 DEVELOPMENTS

Value sales receive a boost from inflation and rising prices, but volume sales decline

Post-pandemic consumer behaviour favours a return to occasional and formal womenswear

E-commerce remains essential to category performance in 2023

PROSPECTS AND OPPORTUNITIES

Growth likely to be hindered somewhat by category maturity and intense discounting activity over the forecast period

Internet retailing will remain a key feature of womenswear in Norway

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