

Apparel Accessories in Sweden

November 2023

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Apparel Accessories in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers cut down or postpone purchases during a challenging time
Volume decline for ties and belts as occasions are postponed due to inflation
Fashion apparel retains its lead against top sportswear giants

PROSPECTS AND OPPORTUNITIES

Changing weather drives ongoing sales of scarves, gloves, hats and caps
Growth is challenged by apparel accessories being a supplementary purchase
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