

# Jeans in Norway

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Jeans sees volume decline in 2023, but current value sales are boosted by inflation

Premium jeans performs well in 2023 as Norwegians value quality

Comfort and classic fits remain popular with Norwegians

#### PROSPECTS AND OPPORTUNITIES

Despite the ubiquity of jeans, category maturity is likely to hamper growth over the forecast period

Frequent discounting activity is set to impact value growth in jeans

E-commerce will remain a key driver of sales for niche and premium brands

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