

Footwear in Sweden

November 2023

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Footwear in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation leads to dampened sales for footwear in 2023 E-commerce sales struggle due to consumers' need to try footwear on in person Sports footwear drives sales as outdoor and indoor activities increase

PROSPECTS AND OPPORTUNITIES

Sustainable options and a shift from quantity to quality drive value over the forecast period Online returns remain high as consumers struggle with size and fit Children's footwear benefits from shorter lifespans and rising mini-me trends

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