

Sportswear in Sweden

November 2023

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Sportswear in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following COVID-19, an increasing interest in sports aids sales on the landscape

Players focus on an omnichannel approach and advancements in digitalisation

International sportswear players lead, focusing on brand extensions

PROSPECTS AND OPPORTUNITIES

Growth benefits from physical activities becoming part of everyday life

Innovation in sportswear will drive retail value sales across the forecast period

A focus on quality will drive retail value growth across the forecast period

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