Womenswear in Norway - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
More formal items regain traction as consumers return to work and social norms
Growing use of social media when looking for womenswear
Fashion trends boost value sales in womenswear

PROSPECTS AND OPPORTUNITIES
Growing participation in sports and outdoor activities to influence purchases
E-commerce trend to intensify in womenswear
Growing competition from niche, sportswear and premium brands

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Apparel and Footwear in Norway - Industry Overview

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SOURCES

Summary 1 - Research Sources

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