

Childrenswear in Sweden

November 2023

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Childrenswear in Sweden - Category analysis

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2023 DEVELOPMENTS

Second-hand clothes and a declining birth rate pose challenges to sales Brands focus on sustainable clothing and the circular economy to drive sales Social media helps to drive sales among older children

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A rise in sustainable clothing, with a shift towards quality and functionality The reduction in birth rates remains a challenge to retail volume sales Social media platforms and the prevalence of e-commerce drives growth

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