Footwear in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Physical retailing plays a key role in footwear sales growth
Online shopping is less popular for footwear
Relaxation of COVID-19 restrictions drives occasion and performance footwear sales

PROSPECTS AND OPPORTUNITIES

Retailers to strengthen online potential with growing investments
Changing consumer preferences and active everyday routines underpin sales of sports-inspired footwear
Positive shift from quantity to quality footwear

CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2017-2022
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Apparel and Footwear in Sweden - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture
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Retailing developments
What next for apparel and footwear?

MARKET DATA

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SOURCES

Summary 1 - Research Sources
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