



Apparel Accessories in Norway

November 2023

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Apparel Accessories in Norway - Category analysis

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2023 DEVELOPMENTS

Like other categories in apparel, accessories sees weak growth in 2023

Norwegian weather is a key driver of product development and sales

Face masks fade into the distance, post-pandemic

PROSPECTS AND OPPORTUNITIES

Apparel accessories will continue to face challenges as consumer behaviour evolves

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E-commerce will continue to represent a significant percentage of sales of apparel accessories

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