



Childrenswear in Sweden

November 2023

Table of Contents

Childrenswear in Sweden - Category analysis

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

- Table 1 - Sales of Childrenswear by Category: Volume 2018-2023
- Table 2 - Sales of Childrenswear by Category: Value 2018-2023
- Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023
- Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023
- Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028
- Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028
- Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Sweden - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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