



# Footwear in Sweden

November 2023

Table of Contents

## Footwear in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising inflation leads to dampened sales for footwear in 2023  
E-commerce sales struggle due to consumers' need to try footwear on in person  
Sports footwear drives sales as outdoor and indoor activities increase

#### PROSPECTS AND OPPORTUNITIES

Sustainable options and a shift from quantity to quality drive value over the forecast period  
Online returns remain high as consumers struggle with size and fit  
Children's footwear benefits from shorter lifespans and rising mini-me trends

#### CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2018-2023  
Table 2 - Sales of Footwear by Category: Value 2018-2023  
Table 3 - Sales of Footwear by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Footwear by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Footwear: % Value 2019-2023  
Table 6 - LBN Brand Shares of Footwear: % Value 2020-2023  
Table 7 - Distribution of Footwear by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Footwear by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Footwear by Category: Value 2023-2028  
Table 10 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Footwear 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 12 - Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 13 - Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 18 - Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 23 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/footwear-in-sweden/report](http://www.euromonitor.com/footwear-in-sweden/report).