

Menswear in Norway

<https://marketpublishers.com/r/MFF08727D88EN.html>

Date: November 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: MFF08727D88EN

Abstracts

As with the overall performance of apparel and footwear, menswear has seen volume sales decline in 2023, while current value growth has slowed but remains positive due to inflation and rising unit prices. This follows two years of growth thanks to a return to in-store shopping and social events post-pandemic. In 2022, the increase in weddings, business and other social events boosted demand for semi-formal and formal attire, including suits, shirts and ties. These items are purchased with less f...

Euromonitor International's Menswear in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Menswear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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