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Sportswear in Norway

https://marketpublishers.com/r/SCE2CBF5864EN.html
Date: November 2023
Pages: 17
Price: US$ 990.00 (Single User License)
ID: SCE2CBF5864EN

Abstracts

Health and exercise became even more important during the pandemic, with many local consumers believing it to be key for good mental health. Norwegians, who were already very outdoorsy, increased the frequency with which they undertook activities such as hiking, running, and skiing. As a result, sportswear performed well years in 2020 and 2021. Growth in 2022 was more in line with other apparel categories. In 2023, growth in the category slowed due to rising maturity, and current value growth wa...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

Get a detailed picture of the Sportswear market;

Pinpoint growth sectors and identify factors driving change;

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

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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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