

# Sportswear in Sweden

<https://marketpublishers.com/r/SB06070B9E9EN.html>

Date: November 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: SB06070B9E9EN

## Abstracts

Despite facing a high degree of maturity, in 2023, sportswear will continue to display faster growth than the overall apparel and footwear industry. Sportswear performed relatively well during COVID-19, with consumers taking an even larger interest in their health than before. Additionally, social distancing restrictions boosted outdoor-oriented apparel and footwear. With the return to normal following the pandemic, sports-inspired apparel and footwear received an upswing, with social and work e...

Euromonitor International's Sportswear in Sweden 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;

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.

## Contents

Sportswear in Sweden  
Euromonitor International  
November 2023  
List Of Contents And Tables  
SPORTSWEAR IN SWEDEN  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Following COVID-19, an increasing interest in sports aids sales on the landscape  
Players focus on an omnichannel approach and advancements in digitalisation  
International sportswear players lead, focusing on brand extensions  
PROSPECTS AND OPPORTUNITIES  
Growth benefits from physical activities becoming part of everyday life  
Innovation in sportswear will drive retail value sales across the forecast period  
A focus on quality will drive retail value growth across the forecast period

### CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2018-2023  
Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Sportswear: % Value 2019-2023  
Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023  
Table 5 Distribution of Sportswear by Format: % Value 2018-2023  
Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028  
Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

### APPAREL AND FOOTWEAR IN SWEDEN

#### 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 8 Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth  
2023-2028

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth  
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Sportswear in Sweden

Product link: <https://marketpublishers.com/r/SB06070B9E9EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB06070B9E9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970