



Euromonitor
International

Menswear in Norway

February 2026

Table of Contents

Menswear in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Menswear witnessed slight uptick in steady growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Stable consumer demand drives menswear sales

Market polarisation impacts sales performance

Chart 3 - Dressmann expands online reach across Europe

Chart 4 - Helly Hansen's "professional grade" archive range returns via online only spring drop

Challengers differentiate with sustainability and heritage

Chart 5 - Northern Playground unveils a "The Worn Once Dress" campaign

WHAT'S NEXT?

Premium sportswear drives menswear value growth

Men's outerwear to remain largest subcategory

E-commerce and discounting shape future development

COMPETITIVE LANDSCAPE

Dressmann and Helly Hansen lead with strong brand presence

Challengers innovate to differentiate themselves

CHANNELS

Apparel specialists lead menswear sales with strong brand presence

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Norway - Industry Overview

EXECUTIVE SUMMARY

Steady growth for apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Apparel and footwear delivers modest value growth

Sportswear sees dynamic growth through digital channels

Sustainability drives innovation through bold storytelling

Chart 8 - Northern Playground Challenges Overconsumption with "The Worn Once Dress" Campaign

WHAT'S NEXT?

Mid-segment brands lead market polarisation

Omnichannel experiences to evolve with technological advances

Sustainability to shape the future of the market

COMPETITIVE LANDSCAPE

Low-cost and premium brands drive market polarisation

Brands leverage social media to positive effect

Chart 9 - Bik Bok Empowers Store Staff In Viral Jeans Campaign

CHANNELS

Store-based retail leads with e-commerce driving growth

Chart 10 - Arket Launches Flagship Store in Oslo,

E-commerce continues to gain traction with omnichannel retailing

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Norway 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Norway 2025

Chart 14 - Consumer Landscape in Norway 2025

COUNTRY REPORTS 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/menswear-in-norway/report.