



Footwear in Sweden

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Women’s footwear supports retail value and volume sales while sports footwear struggles
A movement towards niche and premium footwear brands impacts the competitive landscape
Players focus on omnichannel strategies while improving online services

PROSPECTS AND OPPORTUNITIES

Outdoor and performance footwear, and formal and bolder designs will drive retail value
Frequent discounting will act as a barrier to stronger growth across the forecast period
Recyclable materials and a focus on durability is set to rise as players improve their sustainable attributes

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Apparel and Footwear in Sweden - Industry Overview

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