



# Sportswear in Sweden

February 2026

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Fjällräven expands premium offerings to meet climate-driven demand

Scarves the largest apparel accessories category

Weather-driven demand boosts value sales of apparel accessories

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Weather-driven demand and sustainability shape future outlook

Scarves and belts will remain the largest categories, while e-commerce will drive growth

Sustainability and premiumisation drive business opportunities

### COMPETITIVE LANDSCAPE

Leading low-cost chains the major players in the apparel accessories market

No significant mergers or acquisitions or notable launches

COS bets on the mid-priced segment

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Premium winter accessories drive value growth

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