

# Womenswear in Norway

November 2023

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## Womenswear in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales receive a boost from inflation and rising prices, but volume sales decline  
Post-pandemic consumer behaviour favours a return to occasional and formal womenswear  
E-commerce remains essential to category performance in 2023

#### PROSPECTS AND OPPORTUNITIES

Growth likely to be hindered somewhat by category maturity and intense discounting activity over the forecast period  
Internet retailing will remain a key feature of womenswear in Norway  
Increased sporting activity will boost growth in women's sportswear in the years ahead

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