

Menswear in Norway

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Some volume decline in 2023 follows two years of high demand
Casual elegance remains the most popular style among Norwegian men
Sportswear continues to drive growth in menswear in 2023

PROSPECTS AND OPPORTUNITIES

Key growth drivers will remain unchanged over the forecast period
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Sportswear will continue to see innovation and new product development as players vie for share

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Apparel and Footwear in Norway - Industry Overview

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