

Apparel and Footwear in Norway

November 2023

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Footwear in Norway

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Sports-inspired footwear continues to prevail, but formal footwear regains interest

PROSPECTS AND OPPORTUNITIES

Enduring fashion trends will favour dress sneakers and sports-inspired footwear

Online developments will simplify retailing experiences for local consumers

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Frequent discounting in 2023 as sportswear players seek to clear inventories post pandemic

E-commerce remains highly significant for sales of sportswear

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Category will be characterised by premiumisation as Norwegians seek added value

Sports-inspired apparel will remain popular in Norway in the years ahead

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