

# Sportswear in Norway

November 2023

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## Sportswear in Norway - Category analysis

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#### 2023 DEVELOPMENTS

Category maturity slows volume growth in 2023

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

E-commerce remains highly significant for sales of sportswear

#### PROSPECTS AND OPPORTUNITIES

Sportswear will continue to benefit from activity trends but faces ongoing maturity

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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