

# Apparel Accessories in Sweden

November 2023

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## Apparel Accessories in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers cut down or postpone purchases during a challenging time  
Volume decline for ties and belts as occasions are postponed due to inflation  
Fashion apparel retains its lead against top sportswear giants

#### PROSPECTS AND OPPORTUNITIES

Changing weather drives ongoing sales of scarves, gloves, hats and caps  
Growth is challenged by apparel accessories being a supplementary purchase  
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