

# Hosiery in Sweden

November 2023

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#### 2023 DEVELOPMENTS

Retail volume declines as players struggle to add value to hosiery offerings  
Sheer hosiery is challenged by working from home and casual fashion trends  
Rising health and exercise trends boost retail volume sales for non-sheer hosiery

#### PROSPECTS AND OPPORTUNITIES

The wide offering of affordable goods in grocery stores subdues value for hosiery  
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