

# Hosiery in Norway

November 2023

Table of Contents

## Hosiery in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume decline and only modest value growth for hosiery in 2023  
Hosiery continues to face complex challenges within a changing retail landscape  
Norway's long-established affection for exercise is a rare fillip for the category

#### PROSPECTS AND OPPORTUNITIES

Hosiery landscape will remain largely unchanged in the years ahead  
Innovative strategies will be key for category growth  
Conservative styles will continue to prevail, but playful features may help add value over the forecast period

#### CATEGORY DATA

- Table 1 - Sales of Hosiery by Category: Volume 2018-2023
- Table 2 - Sales of Hosiery by Category: Value 2018-2023
- Table 3 - Sales of Hosiery by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Hosiery by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Hosiery: % Value 2019-2023
- Table 6 - LBN Brand Shares of Hosiery: % Value 2020-2023
- Table 7 - Forecast Sales of Hosiery by Category: Volume 2023-2028
- Table 8 - Forecast Sales of Hosiery by Category: Value 2023-2028
- Table 9 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

## Apparel and Footwear in Norway - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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