

Footwear in Norway

November 2023

Table of Contents

Footwear in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

As with apparel, footwear sees volume sales decline and modest current value growth

After a temporary boost, footwear specialists fall flat once again in 2023

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

Added value likely to be visible in sport-specific footwear as manufacturers respond to consumer concerns

CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2018-2023

Table 2 - Sales of Footwear by Category: Value 2018-2023

Table 3 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 7 - Distribution of Footwear by Format: % Value 2018-2023

Table 8 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 9 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 10 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Footwear 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 12 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 18 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 23 - 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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