

Nordic Fashion Economy Under Strain: Inflation, Supply Chains, and Sustainability

Nordic Fashion Economics · Answer Key · 15 Questions

1. Due to challenging economic conditions characterized by rising inflation and interest rates, which segment of the Nordic fashion market has seen a significant surge in traction, indicating a consumer shift towards affordability and quality?

- A) High-end luxury boutiques
- B) The second-hand fashion market**
- C) Fast-fashion discount retailers
- D) Pop-up designer sample sales

2. Which Nordic country has experienced the most significant decline in apparel and footwear sales volume, attributed to the sharpest rise in fashion unit prices driven by global economic factors?

- A) Norway
- B) Finland
- C) Denmark
- D) Sweden**

3. In response to increased financial anxieties and a desire for value, Nordic fashion retailers have heavily leaned on which strategies to stimulate sales throughout 2023 and 2024?

- A) Exclusive collaborations with high-end designers
- B) Expanding outlet offerings and frequent discounting**
- C) Investing heavily in traditional print advertising
- D) Reducing product variety to focus on niche markets

4. Global supply chain disruptions and increasing energy costs have driven Nordic consumers to prioritize which two key factors in their fashion purchases?

- A) Brand prestige and celebrity endorsements
- B) Exclusivity and limited edition drops
- C) Value and sustainability**
- D) Convenience and fast delivery

5. The Nordic Council adopted a recommendation in May 2026 urging governments to address which significant issue within the fashion industry, aiming to combat misleading marketing and improve transparency?

- A) Over-reliance on synthetic materials
- B) Lack of international designer representation
- C) Greenwashing and misleading marketing practices**
- D) Low adoption of e-commerce platforms

6. According to a report in February 2026, what is the projected revenue for the Nordic fashion e-commerce market in 2025, reflecting steady growth despite economic uncertainties?

- A) USD 5 billion
- B) USD 7 billion
- C) USD 9 billion**
- D) USD 11 billion

7. In the context of increased energy costs impacting textile manufacturing, which stage of the production process is particularly sensitive to fuel price volatility and contributes significantly to higher processing charges?

- A) Fiber processing and spinning
- B) Garment assembly and stitching
- C) Dyeing and finishing**
- D) Design and pattern making

8. What has been the primary driver for the growth in the Nordic apparel market, projected to reach \$27.28 billion in 2024, with an expected annual growth rate of 2.15%?

- A) A resurgence in fast fashion
- B) Increased demand for formal wear
- C) Strong consumer interest in sustainability, e-commerce, and high-quality designs**
- D) Government subsidies for traditional textile manufacturing

9. Which Nordic country leads in e-commerce maturity, and which country's consumers are the most active cross-border shoppers, buying from Swedish retailers?

- A) Norway leads in maturity; Denmark has most cross-border shoppers
- B) Sweden leads in maturity; Finland has most cross-border shoppers**
- C) Denmark leads in maturity; Norway has most cross-border shoppers
- D) Finland leads in maturity; Sweden has most cross-border shoppers

10. The Nordic Council's recommendation for a more transparent fashion industry aligns with which broader European Union strategy aimed at increasing producer accountability?

- A) The General Data Protection Regulation (GDPR)
- B) The Circular Economy Action Plan
- C) The Waste Framework Directive**
- D) The European Green Deal

11. Despite the pandemic's acceleration of digitalization, a 2024 report indicated a significant trend reversal in the Nordic region, with physical retail revenue growing by almost 12% while e-commerce sales declined by what percentage?

- A) 1.5%
- B) 2.7%
- C) 3.7%**
- D) 5.1%

12. Which generation is reportedly leading the charge in the revival of physical retail in the Nordics, showing a powerful shift in behavior with a significant increase in in-store spending?

- A) Baby Boomers
- B) Generation X
- C) Millennials
- D) Gen Z**

13. Copenhagen Fashion Week has become a global design compass, setting sustainability standards that require at least 50% of collections to use certified, upcycled, or recycled materials. This has influenced other fashion weeks, including which other major European fashion capital?

- A) Paris
- B) Milan
- C) New York
- D) London**

14. Rising energy prices and geopolitical conflicts have contributed to inflation and currency devaluation in developing countries, directly impacting the cost of imported fuels and machinery for which global industry?

- A) Automotive manufacturing
- B) Pharmaceuticals
- C) Textile production**
- D) Electronics assembly

15. Swedish consumers, while increasingly aware of environmental concerns, often prioritize which traditional purchase considerations over sustainability when making fashion choices, particularly when facing economic pressure?

- A) Brand heritage and social impact
- B) Exclusivity and limited availability
- C) Value, price, and functionality**
- D) Ethical sourcing and fair labor practices