

Consumer values and behaviour in Denmark

Market Direction | 2022-10-13 | 53 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchasing and consumption habits in Denmark.

Euromonitor's Consumer values and behaviour in Denmark report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Values market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Scope

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Consumer values and behaviour in Denmark

Consumers like to try new products and are more willing to spend to save time

Millennials want more engagement with brands than other generations

Baby Boomers have lower confidence in the value of long-term investments

Danes feel more positive than global cohorts that more activities will shift online in future

Danes are more concerned about their financial future than global average

Baby boomers not as confident in being happier or better off in future as other cohorts

Fewer Danes than global average expect to become more engaged in local communities

Over 40% feel that climate change will impact them more in future

Millennials most concerned about the impact of climate change on their lives in future

High levels of home exercise reported by all generations

Homes with access to outside space not as crucial to Danish households

Danes enjoy the convenience of ready-prepared meals and food delivery

20% of Danes would rather be doing something other than cooking

Younger cohorts find that ordering food for delivery is more convenient

Good work-life balance more important than being able to work at home

Generation Z more focused on earning a high salary

Baby boomers feel under much less pressure than other cohorts

Baby Boomers socialise online much less than other cohorts

Danes are very active socially and like going to cultural/sporting events

Millennials and Generation X enjoy leisure shopping more than other cohorts

Group fitness classes are regularly attended by over a quarter of respondents

Baby Boomers are the most active walkers

Massage is a popular stress-buster for all generations

Consumers have most trust in recyclable labels

Baby boomers most active in repairing rather than replacing items

Consumers favour niche brands that have unique qualities

Older consumers tend to prefer locally-sourced products and services when shopping

Danish consumers are willing to invest in the circular economy

Generation X most likely to seek out strong or well-known brands

Spending on health and wellness a top priority for Danish consumers

Baby boomers have clear intentions to keep their spending in check

Gen Z more focused on saving money than older cohorts

Over half of Danes feel that targeted ads are an invasion of their privacy

Baby Boomers far less likely than other cohorts to engage online

Danes have less interest in sharing their purchases, products or posts online

Baby Boomers least likely to buy something via a social media platform

Banking services are the most frequently used apps on a mobile device

Gen Z more actively use in-store mobile payment options

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