

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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