

Apparel and Footwear in Denmark

Market Direction | 2022-12-28 | 82 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Apparel and footwear witnessed low rates of current value growth in 2022 as the impact of high inflation and the war in Ukraine resulted in lower levels of consumer confidence than seen even during the COVID-19 pandemic. The first half of the year was much stronger with the rising cost of living becoming more apparent in the second half as utility and other energy costs soared. After a strong year in 2021 when apparel and footwear had begun to recover from the COVID-19 pandemic and considerable...

Euromonitor International's Apparel and Footwear in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Apparel and Footwear in Denmark
Euromonitor International
December 2022

List Of Contents And Tables

APPAREL AND FOOTWEAR IN DENMARK

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2017-2022
Table 2 Sales of Apparel and Footwear by Category: Value 2017-2022
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2018-2022
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022
Table 7 Distribution of Apparel and Footwear by Format: % Value 2017-2022
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2022
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Womenswear sales slows as cost of living surges
Some Danes move away from fast fashion to eco-conscious purchases
Apparel retailers see recovery in sales in-store

PROSPECTS AND OPPORTUNITIES

Economic slowdown likely to plague future performance
E-commerce to gain further appeal
Low-end apparel to make gains as economic conditions weigh on consumers' minds

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2017-2022
Table 14 Sales of Womenswear by Category: Value 2017-2022
Table 15 Sales of Womenswear by Category: % Volume Growth 2017-2022
Table 16 Sales of Womenswear by Category: % Value Growth 2017-2022
Table 17 NBO Company Shares of Womenswear: % Value 2018-2022
Table 18 LBN Brand Shares of Womenswear: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2018-2022
 Table 20 LBN Brand Shares of Women's Nightwear: % Value 2019-2022
 Table 21 NBO Company Shares of Women's Outerwear: % Value 2018-2022
 Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2019-2022
 Table 23 □NBO Company Shares of Women's Swimwear: % Value 2018-2022
 Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2019-2022
 Table 25 □NBO Company Shares of Women's Underwear: % Value 2018-2022
 Table 26 □LBN Brand Shares of Women's Underwear: % Value 2019-2022
 Table 27 □Forecast Sales of Womenswear by Category: Volume 2022-2027
 Table 28 □Forecast Sales of Womenswear by Category: Value 2022-2027
 Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027
 Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

MENSWEAR IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Menswear faces slowdown as Danes tighten belts
 Fast fashion gains popularity alongside men's eco-wear
 In-store retailers received a welcome boost but online remains a key channel

PROSPECTS AND OPPORTUNITIES

Menswear to face a tough year in 2024
 Major players set to consolidate position
 Economic uncertainty will bolster brands at the low end of the category

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2017-2022
 Table 32 Sales of Menswear by Category: Value 2017-2022
 Table 33 Sales of Menswear by Category: % Volume Growth 2017-2022
 Table 34 Sales of Menswear by Category: % Value Growth 2017-2022
 Table 35 NBO Company Shares of Menswear: % Value 2018-2022
 Table 36 LBN Brand Shares of Menswear: % Value 2019-2022
 Table 37 NBO Company Shares of Men's Nightwear: % Value 2018-2022
 Table 38 LBN Brand Shares of Men's Nightwear: % Value 2019-2022
 Table 39 NBO Company Shares of Men's Outerwear: % Value 2018-2022
 Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2019-2022
 Table 41 □NBO Company Shares of Men's Swimwear: % Value 2018-2022
 Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2019-2022
 Table 43 □NBO Company Shares of Men's Underwear: % Value 2018-2022
 Table 44 □LBN Brand Shares of Men's Underwear: % Value 2019-2022
 Table 45 □Forecast Sales of Menswear by Category: Volume 2022-2027
 Table 46 □Forecast Sales of Menswear by Category: Value 2022-2027
 Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2022-2027
 Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2022-2027

CHILDRENSWEAR IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Childrenswear benefits from being a more essential item
 Second hand items gain popularity with parents
 Childrenswear remains fragmented in 2022 due to popularity of smaller brands, but Name It remains number one

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Childrenswear faces positive period of growth in the long-term

Parents will opt for sustainable childrenswear for the planet and purse

Private label childrenswear will be strategic focus for retailers

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2017-2022

Table 50 Sales of Childrenswear by Category: Value 2017-2022

Table 51 Sales of Childrenswear by Category: % Volume Growth 2017-2022

Table 52 Sales of Childrenswear by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Childrenswear: % Value 2018-2022

Table 54 LBN Brand Shares of Childrenswear: % Value 2019-2022

Table 55 Forecast Sales of Childrenswear by Category: Volume 2022-2027

Table 56 Forecast Sales of Childrenswear by Category: Value 2022-2027

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2022-2027

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2022-2027

SPORTSWEAR IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sportswear sales remain solid as cost of living surges

International sportswear brands lead

E-commerce continues to make marginal gain in value share

PROSPECTS AND OPPORTUNITIES

Muted growth as economic concerns weigh on consumer confidence

E-commerce to become more competitive in sportswear

Health and fitness trend will sustain growth

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2017-2022

Table 60 Sales of Sportswear by Category: % Value Growth 2017-2022

Table 61 NBO Company Shares of Sportswear: % Value 2018-2022

Table 62 LBN Brand Shares of Sportswear: % Value 2019-2022

Table 63 Distribution of Sportswear by Format: % Value 2017-2022

Table 64 Forecast Sales of Sportswear by Category: Value 2022-2027

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2022-2027

JEANS IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Jeans witnesses slowdown mirroring other categories

Strong preference for brands prevails in jeans

Eco-labelling gains prominence

PROSPECTS AND OPPORTUNITIES

Jeans faces mixed growth prospects

Second-hand sales expected to gain foothold in jeans

E-commerce to gain further ground

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2017-2022

Table 67 Sales of Jeans by Category: Value 2017-2022

Table 68 Sales of Jeans by Category: % Volume Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2017-2022
 Table 70 Sales of Men's Jeans by Category: Volume 2017-2022
 Table 71 Sales of Men's Jeans by Category: Value 2017-2022
 Table 72 Sales of Men's Jeans by Category: % Volume Growth 2017-2022
 Table 73 Sales of Men's Jeans by Category: % Value Growth 2017-2022
 Table 74 Sales of Women's Jeans by Category: Volume 2017-2022
 Table 75 □Sales of Women's Jeans by Category: Value 2017-2022
 Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2017-2022
 Table 77 □Sales of Women's Jeans by Category: % Value Growth 2017-2022
 Table 78 □NBO Company Shares of Jeans: % Value 2018-2022
 Table 79 □LBN Brand Shares of Jeans: % Value 2019-2022
 Table 80 □Forecast Sales of Jeans by Category: Volume 2022-2027
 Table 81 □Forecast Sales of Jeans by Category: Value 2022-2027
 Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2022-2027
 Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2022-2027
 Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2022-2027
 Table 85 □Forecast Sales of Men's Jeans by Category: Value 2022-2027
 Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2022-2027
 Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2022-2027
 Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2022-2027
 Table 89 □Forecast Sales of Women's Jeans by Category: Value 2022-2027
 Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2022-2027
 Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2022-2027

HOSIERY IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hosiery sees limited growth in current value terms

Price sensitivity accelerates

Sustainable hosiery is gaining popularity among Danes

PROSPECTS AND OPPORTUNITIES

Private label to remain a strategic focus for retailers

Online sales to rise in the forecast period

Demand for sustainable hosiery to continue

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2017-2022
 Table 93 Sales of Hosiery by Category: Value 2017-2022
 Table 94 Sales of Hosiery by Category: % Volume Growth 2017-2022
 Table 95 Sales of Hosiery by Category: % Value Growth 2017-2022
 Table 96 NBO Company Shares of Hosiery: % Value 2018-2022
 Table 97 LBN Brand Shares of Hosiery: % Value 2019-2022
 Table 98 Forecast Sales of Hosiery by Category: Volume 2022-2027
 Table 99 Forecast Sales of Hosiery by Category: Value 2022-2027
 Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2022-2027
 Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2022-2027

APPAREL ACCESSORIES IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel accessories sees decline due to economic conditions and reduced need for masks

Fast fashion giants lead in apparel accessories

Apparel accessories well-suited to e-commerce

PROSPECTS AND OPPORTUNITIES

Economic constraints to dampen apparel accessories in short-term

Face masks usage to drop dramatically

Online channel to post solid growth

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2017-2022

Table 103 Sales of Apparel Accessories by Category: Value 2017-2022

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2017-2022

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2017-2022

Table 106 NBO Company Shares of Apparel Accessories: % Value 2018-2022

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2019-2022

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2022-2027

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2022-2027

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2022-2027

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2022-2027

FOOTWEAR IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Danish Ecco brand faces boycott amid refusal to sever ties with Russia

Footwear sees low value growth

Larger retailers and e-commerce are most attractive distribution channels

PROSPECTS AND OPPORTUNITIES

Online and large retailers stand to benefit in tougher climate

Footwear likely to see greater polarisation between economy and premium brands

Players will need e-commerce presence to survive during the forecast period

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2017-2022

Table 113 Sales of Footwear by Category: Value 2017-2022

Table 114 Sales of Footwear by Category: % Volume Growth 2017-2022

Table 115 Sales of Footwear by Category: % Value Growth 2017-2022

Table 116 NBO Company Shares of Footwear: % Value 2018-2022

Table 117 LBN Brand Shares of Footwear: % Value 2019-2022

Table 118 Distribution of Footwear by Format: % Value 2017-2022

Table 119 Forecast Sales of Footwear by Category: Volume 2022-2027

Table 120 Forecast Sales of Footwear by Category: Value 2022-2027

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2022-2027

Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel and Footwear in Denmark

Market Direction | 2022-12-28 | 82 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com