

Childrenswear in Denmark

Market Direction | 2022-12-28 | 17 pages | Euromonitor

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Report description:

Childrenswear saw moderate growth in current value terms in 2022 and performed slightly better than womenswear and menswear. Children regularly grow out of their clothes so these items are more of a necessity compared to menswear or womenswear, sustaining demand in 2022. However, parents are still more price sensitive with a shift to purchasing cheaper items and less expensive childrenswear brands.

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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.

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CHILDRENSWEAR IN DENMARK

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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

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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

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SOURCES

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