

Footwear in Denmark

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

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Report description:

Danish footwear brand Ecco felt the impact of a consumer boycott in 2022 as the brand refused to shut down its operations in Russia following the invasion of Ukraine. As the vast majority of Danish companies either temporarily or permanently suspended all operations in Russia, Ecco chose to keep its portfolio of over 200 stores open. This resulted in a major backlash in Denmark with several large retailers pulling Ecco products from their shelves and many consumers boycotting the shoe brand. The...

Euromonitor International's 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- * Get a detailed picture of the 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.

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Footwear sees low value growth

Larger retailers and e-commerce are most attractive distribution channels

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

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