

## Discounters in Denmark

Market Direction | 2023-04-06 | 34 pages | Euromonitor

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### Report description:

The impact of the economic crisis and the war in Ukraine resulted in lower levels of consumer confidence in Denmark in 2022 than were seen even during the COVID-19 pandemic. This meant consumers tried to save money where possible, a factor that positively impacted discounters, which saw the strongest current value growth amongst grocery retailers in 2022, as these retailers offer low prices. The impact of the economic downturn was especially seen after the summer, as the reality of the economic...

Euromonitor International's Discounters in Denmark report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

### Why buy this report?

- \* Get a detailed picture of the Discounters 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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