

## **Hypermarkets in Denmark**

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

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### **Report description:**

Consumers tried to save money in 2022, as the impact of the COVID-19-induced economic crisis and the war in Ukraine resulted in lower levels of consumer confidence than seen even during the height of the pandemic. This led some consumers to shift to shopping at the cheapest grocery retail format, discounters, and hypermarkets therefore only saw minor growth. The impact of the economic downturn was especially seen in the autumn, as the reality of the economic crisis became more apparent, and hous...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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