

Retail E-Commerce in Denmark

Market Direction | 2023-04-06 | 36 pages | Euromonitor

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Report description:

E-commerce in Denmark saw exceptional double-digit current value growth in 2020 and 2021. This was due to the closure of shopping centres and department stores as waves of COVID-19 hit the country. Online shopping also provided consumers with the opportunity to make purchases without leaving their homes and exposing themselves to the risk of catching the virus. Although value growth continued in 2022, the rate of increase was much lower than that seen during the pandemic, as some consumers were...

Euromonitor International's Retail E-Commerce 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.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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Increasing fragmentation, and a move to local players

Increasing competition in foods e-commerce

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If Amazon launches in Denmark, local players will be ready for the competition

Danish apparel players will need to find ways to compete with international brands

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