

Retail E-Commerce in Denmark

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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.

Table of Contents:

Retail E-Commerce in Denmark
Euromonitor International
April 2023

List Of Contents And Tables

RETAIL E-COMMERCE IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Although growth slows, the exceptional pandemic-driven gains are maintained

Increasing fragmentation, and a move to local players

Increasing competition in foods e-commerce

PROSPECTS AND OPPORTUNITIES

Differentiation will be key in an increasingly competitive environment

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

CHANNEL DATA

Table 1 Retail E-Commerce by Product and Category: Value 2017-2022

Table 2 Retail E-Commerce by Product and Category: % Value Growth 2017-2022

Table 3 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 Forecast Retail E-Commerce by Product and Category: Value 2022-2027

Table 6 Forecast Retail E-Commerce by Product and Category: % Value Growth 2022-2027

RETAIL IN DENMARK

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Growth in e-commerce continues to outperform growth in offline retail

Consumers switch channels, brands and products in a bid to save money

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Summer clothing

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 19 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 27 □Retail GBO Company Shares: % Value 2018-2022

Table 28 □Retail GBN Brand Shares: % Value 2019-2022

Table 29 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 30 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 31 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 32 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 34 □Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 35 □Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 42 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 44 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 2 Research Sources

Retail E-Commerce in Denmark

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com