

## **General Merchandise Stores in Denmark**

Market Direction | 2023-04-06 | 35 pages | Euromonitor

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### **Report description:**

General merchandise stores saw solid current value growth in 2022. This was partly due to growth in department stores, as consumers could once again return to shopping in person. These stores were forced to close several times during the pandemic, with a strong decline therefore seen in 2020, and closure for several months in 2021 allowing for very limited growth in this year. The strong growth in 2022 was therefore a rebound from a particularly difficult couple of years. Meanwhile, variety stor...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Sales rebound, but not to the pre-pandemic level

Limited rebound due to competition from e-commerce

Consolidated channel, led by Magasin du Nord

##### PROSPECTS AND OPPORTUNITIES

Post-pandemic recovery for both variety stores and department stores

Department stores likely to develop their e-commerce capability

No growth in outlet numbers expected

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