

## **Womenswear in Denmark**

Market Direction | 2023-11-17 | 25 pages | Euromonitor

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### **Report description:**

Womenswear continued to see positive current value growth in 2023, although this was mainly driven by inflation and retail price increases. Inflationary pressure began to surge in 2022 following the start of the war in Ukraine. Consumer confidence remains curbed in 2023, with some consumers limiting shopping expenses and choosing to save money given the economic downturn. As a result, retail volume sales of womenswear have witnessed further decline in 2023.

Euromonitor International's Womenswear in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- \* Get a detailed picture of the Womenswear 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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