

Apparel and Footwear in Denmark

Market Direction | 2023-11-17 | 81 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Overall, apparel and footwear continued to witness positive current value growth in 2023, although as in the previous year much of this growth was driven by inflation and retail price increases. In the face of these higher prices and costs of living, Danish consumers have continued to reduce demand for apparel and footwear, as part of a broader trend to limit shopping expenses and save money. Nonetheless, many Danish apparel and footwear brands experienced significant growth in exports, so while...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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, 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Apparel and Footwear in Denmark
Euromonitor International
February 2024

List Of Contents And Tables

APPAREL AND FOOTWEAR IN DENMARK

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue to make cutbacks on womenswear purchases
Social media and e-commerce remains a key channel for Danish women
Women's tracksuit trend gains momentum

PROSPECTS AND OPPORTUNITIES

Upbeat performance as Danish economy recovers
Sustainability issues and eco-consciousness to shape purchasing behaviour
E-commerce to remain the fastest growing channel

CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023
Table 106 Sales of Womenswear by Category: Value 2018-2023
Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023
Table 109 NBO Company Shares of Womenswear: % Value 2019-2023
Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 114 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 115 □NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 116 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 117 □NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 118 □LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 119 □Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 120 □Forecast Sales of Womenswear by Category: Value 2023-2028
Table 121 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 122 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for menswear wanes amid price inflation
Travel plans put swimwear back on the agenda
E-commerce gains momentum albeit at slower pace

PROSPECTS AND OPPORTUNITIES

Recovery anticipated in upcoming period
Sports-inspired and casual clothing trend to become more ingrained
Premiumisation trend to gain momentum as economy improves

CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023
Table 14 Sales of Menswear by Category: Value 2018-2023
Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023
Table 16 Sales of Menswear by Category: % Value Growth 2018-2023
Table 17 NBO Company Shares of Menswear: % Value 2019-2023
Table 18 LBN Brand Shares of Menswear: % Value 2020-2023
Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 22 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 23 □NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 24 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 25 □NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 26 □LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 27 □Forecast Sales of Menswear by Category: Volume 2023-2028
Table 28 □Forecast Sales of Menswear by Category: Value 2023-2028
Table 29 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 30 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prices stifle demand for childrenswear
Sustainability drives demand for second-hand clothing
E-commerce remains a key channel for childrenswear

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Economy recovery presents much optimism for future growth

Rising birth rate adds further impetus to childrenswear category

Parents will opt for sustainable childrenswear as players expand ethical products

CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023

Table 32 Sales of Childrenswear by Category: Value 2018-2023

Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value growth supported by price increases

Sports-inspired apparel leads the category

E-commerce accounts for one-quarter of all value sales

PROSPECTS AND OPPORTUNITIES

Economic recovery to support category growth

Less formal work attire to fuel demand for sportswear

Competition to intensify in e-commerce landscape

CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans volume sales fall into decline as economy weakens

Men's standard jeans outperforms men's economy and premium jeans

Eco-labelling gains prominence

PROSPECTS AND OPPORTUNITIES

Jeans to witness recovery as economy bounces back

Sustainable trend will drive demand for second-hand jeans sales

Strong preference for brands to prevail in jeans

CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 51 Sales of Jeans by Category: % Value Growth 2018-2023
Table 52 Sales of Men's Jeans by Category: Volume 2018-2023
Table 53 Sales of Men's Jeans by Category: Value 2018-2023
Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 56 Sales of Women's Jeans by Category: Volume 2018-2023
Table 57 □Sales of Women's Jeans by Category: Value 2018-2023
Table 58 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 59 □Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 60 □NBO Company Shares of Jeans: % Value 2019-2023
Table 61 □LBN Brand Shares of Jeans: % Value 2020-2023
Table 62 □Forecast Sales of Jeans by Category: Volume 2023-2028
Table 63 □Forecast Sales of Jeans by Category: Value 2023-2028
Table 64 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 65 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 66 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 67 □Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 68 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 69 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 70 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 71 □Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 72 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 73 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hosiery sales volume weakens amid price inflation
Price-driven category sees a shift to private label
Sustainable hosiery is gaining popularity among Danes

PROSPECTS AND OPPORTUNITIES

Brighter outlook for hosiery on the horizon
Sustainability to influence product development in hosiery
E-commerce grows amid subscription services

CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023
Table 75 Sales of Hosiery by Category: Value 2018-2023
Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023
Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023
Table 78 NBO Company Shares of Hosiery: % Value 2019-2023
Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023
Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028
Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028
Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
Table 83 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Apparel accessories begins to recover in 2023

Face masks lose appeal post-pandemic

E-commerce remains key in apparel accessories

PROSPECTS AND OPPORTUNITIES

Recovery expected for apparel accessories as economic pressures ease

Warmer winters pose long-term challenge to gloves and scarves

Online channel faces prosperous growth

CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 85 Sales of Apparel Accessories by Category: Value 2018-2023

Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic sales volume recovery is hindered by inflationary period

Sports-inspired footwear gains consumer appeal

Ecco brand loses share following consumer boycott

PROSPECTS AND OPPORTUNITIES

Economic recovery to reignite consumer demand in footwear

Consumers to seek out premium brands as economy recovers

More footwear shoppers to turn to e-commerce channel

CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Apparel and Footwear in Denmark

Market Direction | 2023-11-17 | 81 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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	<input type="text" value="2025-06-23"/>
		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