

Apparel and Footwear Specialists in Denmark

Market Direction | 2024-03-04 | 35 pages | Euromonitor

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Report description:

Apparel and footwear specialists saw decline in Denmark in 2023 as the impact of challenging economic conditions and the rising cost of living squeezed purchasing power and significantly dampened consumer confidence. Moreover, pure play online apparel and footwear e-commerce players such as Zalando, which remained by far the biggest online player in the category in Denmark, continued to present a significant competitive threat to store-based apparel and footwear specialists.

Euromonitor International's Apparel and Footwear Specialists 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.

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 Specialists 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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