

Direct Selling in Denmark

Market Direction | 2024-03-04 | 34 pages | Euromonitor

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Report description:

Direct selling continued to see declining sales in Denmark in 2023. This was partly due to consumers trying to spend less money as they felt the impact of rising interest rates and higher energy prices, but also due to the competition from other channels, such as e-commerce.

Euromonitor International's Direct Selling 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: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Direct Selling in Denmark
Euromonitor International
March 2024

List Of Contents And Tables

DIRECT SELLING IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling sees continued decline

Direct selling strategies: adapting to changing consumer preferences

Direct selling faces ongoing competition from e-commerce

PROSPECTS AND OPPORTUNITIES

Economic pressures and e-commerce competition to pose continued challenges to direct selling

Survival strategies: direct selling's shift to online models

Positive outlook for consumer health direct selling amidst challenges

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2018-2023

Table 2 Direct Selling by Product: % Value Growth 2018-2023

Table 3 Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 Direct Selling Forecasts by Product: Value 2023-2028

Table 6 Direct Selling Forecasts by Product: % Value Growth 2023-2028

RETAIL IN DENMARK

EXECUTIVE SUMMARY

Retail in 2023: The big picture

E-commerce growth moderates as shopping in brick-and-mortar stores resumes in 2023

Consumer shopping habits evolve, leading to brand polarisation

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Summer clothing

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 Sales in Retail Offline by Channel: Value 2018-2023

Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 Retail Offline Outlets by Channel: Units 2018-2023

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

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Table 13	Sales in Retail E-Commerce by Product: Value 2018-2023
Table 14	Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 15	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 16	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 17	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 18	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 19	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 20	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 21	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 23	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 24	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 25	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 26	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 27	□Retail GBO Company Shares: % Value 2019-2023
Table 28	□Retail GBN Brand Shares: % Value 2020-2023
Table 29	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 30	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 31	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 32	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 33	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 34	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 35	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 36	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 37	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 38	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 39	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 40	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 42	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 43	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 44	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 45	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 46	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 47	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 48	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 51	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 54	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 56	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 58	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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