

## **General Merchandise Stores in Denmark**

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

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### **Report description:**

Having seen solid growth in the previous year as the channel seemed to be recovering from the severe impact of the COVID-19 crisis, general merchandise stores saw sales decline again in Denmark in 2023. This came before the channel had returned to the level of sales seen prior to the pandemic, with many consumers put off making unnecessary purchases because of the rising cost of living. General merchandise stores also continued to face strong competition from retail e-commerce, which appealed to...

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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