

## **Health and Beauty Specialists in Denmark**

Market Direction | 2024-03-04 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Health and beauty specialists continued to see some benefit from consumers' return to retail shopping in Denmark in 2023. However, although the Danish economy as a whole was performing relatively well in 2023 with falling unemployment and inflation, individual consumers still felt pressure from higher energy bills and interest payments. This resulted in many consumers trying to save money by either shifting to less expensive products, such as private labels or economy brands, or simply by buying...

Euromonitor International's Health and Beauty 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.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Health and Beauty 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.

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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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.

## **Table of Contents:**

Health and Beauty Specialists in Denmark  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### HEALTH AND BEAUTY SPECIALISTS IN DENMARK

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Health and beauty specialists navigate consumer frugality in 2023

Challenges in optical e-commerce: balancing convenience and tradition

Health and personal care stores: Matas and Normal compete in a growing market

##### PROSPECTS AND OPPORTUNITIES

Health and wellness trend to support ongoing growth

Pharmacies facing growing online competition

Growing competition shapes e-commerce in health and beauty sector

##### CHANNEL DATA

Table 1 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 4 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 5 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 6 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 7 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 11 □Forecast Sales in Health and Beauty Specialists by Channel: % 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 Sales in Retail Offline by Channel: Value 2018-2023

Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 Retail Offline Outlets by Channel: Units 2018-2023

Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 □Retail GBO Company Shares: % Value 2019-2023

Table 33 □Retail GBN Brand Shares: % Value 2020-2023

Table 34 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Health and Beauty Specialists in Denmark

Market Direction | 2024-03-04 | 36 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            | €825.00  |
|                | Multiple User License (1 Site) | €1650.00 |
|                | Multiple User License (Global) | €2475.00 |
|                |                                | 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="2025-05-07"/> |
|               |                      | 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