

Hypermarkets in Denmark

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

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Report description:

Hypermarkets continued to face strong competition from discounters in Denmark in 2023 as many consumers looked to save on their grocery shopping due to the financial impact of higher energy prices and increasing interest rates. However, as hypermarkets offer a much greater selection than discounters, the convenience of one-stop shopping in hypermarkets continued to appeal to a large segment of consumers and the category did see growing current value sales in 2023. It should be noted, though, tha...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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