

## **Womenswear in Denmark**

Market Direction | 2024-11-25 | 25 pages | Euromonitor

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### **Report description:**

Womenswear witnessed strong retail volume and current value growth in 2024, underpinned by the stronger Danish economy. Over the course of 2024, lower inflation, falling interest rates and rising wages have supported a rise in consumer confidence and this has translated into higher spending on womenswear, among other goods. Many Danish consumers are prioritising spend on travel and experiences over consumer goods, due to pent-up demand from the pandemic. Nonetheless, womenswear still benefitted...

Euromonitor International's Womenswear in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

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

- \* Get a detailed picture of the Womenswear 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 reliable information resources to help drive informed strategic planning.

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