

## **Denmark: Consumer Profile**

Market Direction | 2024-07-11 | 45 pages | Euromonitor

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### **Report description:**

The Danish population is expanding due to an influx of immigrants, while businesses are becoming more diverse and inclusive. Strong economic performance driven by GDP growth means consumer expenditure is increasing, with consumers focusing on environmental concerns and equality. However, moderate inflation and limited increases in disposable incomes means consumers are remaining price conscious in their buying behaviour.

Euromonitor's Denmark: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Economy 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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### **Table of Contents:**

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Scope

Key findings

Key drivers affecting consumers in Denmark in 2023

How developments today shape consumers of tomorrow

Net migration key population growth driver

Danish consumers are keener on vitamins when it comes to health management

Brand values and personal values will play a crucial role as Gen Z takes centre stage

Urbanisation drives service concentration in cities

Opportunities for growth

Danish families continue to get smaller

Living in cities places outside space as high priority for homes in Denmark

Unlike elsewhere, women are almost as likely as men to be household heads in Denmark

Digitalisation in Denmark among highest in the world; most families with children connected

Noah's Kitchen offers fully automated take-away experience targeted at busy urban singles

With such a high urbanisation rate housing costs are important part of the budget

Baby Boomers comfortable with their finances; Gen X most concerned

Baby Boomers plan to spend their wealth on daily living and holidays

Copenhagen to lead consumer expenditure by a wide margin

Key findings consumer survey

Baby Boomers much more willing to pay for local products, Gen Z focused on price

Danes favour second-hand purchases and repairing items well above global average

Gen Z is far less likely to engage in green activities, apart from buying purpose-driven brands

Danes have greater financial comfort and emergency savings compared to global levels

Work-life balance over salary - most important for Gen X

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