



Retail in Denmark

March 2024

Table of Contents

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

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and changing consumer behaviour impact retail growth in 2023
Nærkøb convenience store chain surpasses 600 stores in 2023
Rising petrol prices impact forecourt retailers and shift transportation trends

PROSPECTS AND OPPORTUNITIES

Growing competition in convenience retailing shapes future challenges
Health and wellness trends drive shift towards healthy convenience offerings
7-Eleven leads in building customer loyalty amidst intensifying competition

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023
Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023
Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023
Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023
Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

Supermarkets in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets face competition from both discounters and hypermarkets
Economic downturn impacts supermarkets, shifting focus from organic to affordable products
Major players withdraw from grocery e-commerce

PROSPECTS AND OPPORTUNITIES

Economic pressures on consumers continue to impact grocery consumption
Supermarket players need to find ways to respond to diverse competition
Growing focus on private label

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023
Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023
Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023
Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Hypermarkets in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets channel faces strong competition from discounters in 2023
Economic downturn shifts consumer preference from organic to cheaper products
Grocery e-commerce faces changes with major players exiting the market

PROSPECTS AND OPPORTUNITIES

Economic strain boosts pricing competition
Private labels becoming more prominent in strategies of Danish hypermarkets
Grocery e-commerce dynamics shift as major players withdraw, leaving room for growth

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023
Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023
Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023
Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Discounters in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer budget consciousness spurs strong performance for discounters in 2023
Discounters shake-up: Aldi closes all stores as Rema 1000 expands
Discounters thrive in Denmark, focusing on both price and convenience

PROSPECTS AND OPPORTUNITIES

Rema 1000 aims for discounter dominance amidst growing competition
Private labels take centre stage as discounters aim to improve margins
Danish discounters face e-commerce challenges amidst changing trends

CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Small Local Grocers in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local grocers face competition from major chains and discounters

Hjem-Is transforms into Fråst, expanding its offer beyond ice cream

Ethnic grocery stores regain popularity amidst changing consumer preferences

PROSPECTS AND OPPORTUNITIES

Consumer behaviour continues to be influenced by economic pressures

Sustainability and organic focus set to define small local grocers

Small local grocers face growing online and chained competition

CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

General Merchandise Stores in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to decline

Variety stores competition: Søstrene Grene v Flying Tiger

Consolidated channel, led by Magasin du Nord

PROSPECTS AND OPPORTUNITIES

Department stores and variety stores to see growth

Department stores' future will involve navigating increased competition from e-commerce

Stability in department store outlets amidst economic challenges

CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Apparel and Footwear Specialists in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel and footwear specialists experience decline in 2023

Changing workwear trends impact sales of traditional office attire

Shift in sales dynamics as physical stores gain traction in apparel sector

PROSPECTS AND OPPORTUNITIES

Improving economic conditions set to lead to recovery

Social media integration offers opportunities to boost sales for Danish apparel brands

E-commerce to remain dominant, fuelled by competitive factors

CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Appliances and Electronics Specialists in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Appliances and electronics specialists grapple with declining sales in 2023

Elgiganten and Power maintain dominance in appliances and electronics specialists

E-commerce continues to challenge brick-and-mortar in appliances and electronics

PROSPECTS AND OPPORTUNITIES

Economic pressures continue to impact appliances and electronics consumption

Online research shaping consumer behaviour in appliances and electronics

Further e-commerce growth expected in appliances and electronics category

CHANNEL DATA

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Home Products Specialists in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products specialists face decline amidst changing consumer behaviour
Pet shops and superstores experience correction after pandemic surge
Ikea impacts competition in homewares and home furnishing stores

PROSPECTS AND OPPORTUNITIES

Return to growth expected
Sustainability focus: future trend for home improvement stores
Online competition and omnichannel strategies for home products specialists

CHANNEL DATA

Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 120 - Sales in Home Products Specialists by Channel: Value 2018-2023
Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023
Table 122 - Home Products Specialists GBO Company Shares: % Value 2019-2023
Table 123 - Home Products Specialists GBN Brand Shares: % Value 2020-2023
Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023
Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028
Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

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 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023
Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023
Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023
Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023
Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023
Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028
Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

Vending in Denmark

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending's positive correction: post-pandemic consumption trends
Vending faces competition from convenience offerings in grocery
Stagnation in vending innovation amidst consumer demand changes

PROSPECTS AND OPPORTUNITIES

Anticipated growth for vending
Health trends: the slow response of vending to evolving consumer demand
Convenience store pressure: impact on vending machine growth

CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023
Table 141 - Vending by Product: % Value Growth 2018-2023
Table 142 - Vending GBO Company Shares: % Value 2019-2023
Table 143 - Vending GBN Brand Shares: % Value 2020-2023
Table 144 - Vending Forecasts by Product: Value 2023-2028
Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

[Direct Selling in Denmark](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling sees continued decline
Direct selling strategies: adapting to changing consumer preferences
Direct selling faces ongoing competition from e-commerce

PROSPECTS AND OPPORTUNITIES

Economic pressures and e-commerce competition to pose continued challenges to direct selling
Survival strategies: direct selling's shift to online models
Positive outlook for consumer health direct selling amidst challenges

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2018-2023
Table 147 - Direct Selling by Product: % Value Growth 2018-2023
Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023
Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023
Table 150 - Direct Selling Forecasts by Product: Value 2023-2028
Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

[Retail E-Commerce in Denmark](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce growth in Denmark amidst changing consumer behaviours
Grocery e-commerce correction: major players' strategic shifts
Fragmented e-commerce landscape: smaller players' impact

PROSPECTS AND OPPORTUNITIES

Growth ahead, but differentiation will be key
Grocery e-commerce's future growth and emerging players
Apparel and footwear e-commerce: Danish consumers' online shopping habits

CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2017-2022

Table 153 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 - Retail E-Commerce by Product: Value 2017-2022

Table 155 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-denmark/report.