



Consumer Lifestyles in Denmark

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in Denmark 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Danish consumers seek ways to simplify their lives

Millennials prioritise time with their children the most

Older generations are more inclined to give back to those in need

Danish consumers have a desire for testing out new products and offerings

Younger generations foresee that their current level of happiness will improve in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Baby boomers spend more of their time at home pursuing hobbies compared to others

Danish consumers prefer interacting with loved ones face-to-face

Older generations have stronger desire for energy-efficient homes

Younger generations less concerned about safe location compared to older generations

Danes seek to unwind and relax when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Gen Z most inclined to keep tabs on their calorie intake

Baby boomers prefer to order food for delivery

Danes typically prepare their own meals at home at least once a week

Younger generations are more prone to food allergies or intolerances

Danes are more willing to pay a premium for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Prioritisation of employee health and safety tops each generation's workplace preferences

Danes want a job that allows them a strong work-life balance

Gen Z working professionals most driven by competitive salaries

Danish consumers prefer to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Denmark enjoy walking or hiking at least once or twice a week

Meditation is the most popular stress-reduction activity among Danes

Consumers in Denmark quite influenced by health and nutritional properties

Younger generations more frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Danish consumers enjoy finding deals

Older generations prefer quality over quantity

Gen Z most likely to seek out personalised shopping experiences

Danes eager in their commitment to extending product lifecycles
Consumers in Denmark often sell used or second-hand items
Millennials most active in their engagement and interactions with brands online
Strongest trust placed in friends and family in terms of product recommendations
Danes set to increase spending on travel and holidays the most
Baby boomers most comfortable with their current financial standing
Shopping and spending survey highlights

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