



# Apparel and Footwear Specialists in Denmark

March 2024

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## Apparel and Footwear Specialists in Denmark - Category analysis

### 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

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Consumer shopping habits evolve, leading to brand polarisation

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Informal retail

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