

Sportswear in Denmark

November 2023

Table of Contents

Sportswear in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value growth supported by price increases
Sports-inspired apparel leads the category
E-commerce accounts for one-quarter of all value sales

PROSPECTS AND OPPORTUNITIES

Economic recovery to support category growth
Less formal work attire to fuel demand for sportswear
Competition to intensify in e-commerce landscape

CATEGORY DATA

Table 1 - Sales of Sportswear by Category: Value 2018-2023
Table 2 - Sales of Sportswear by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Sportswear: % Value 2019-2023
Table 4 - LBN Brand Shares of Sportswear: % Value 2020-2023
Table 5 - Distribution of Sportswear by Format: % Value 2018-2023
Table 6 - Forecast Sales of Sportswear by Category: Value 2023-2028
Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Denmark - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 8 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 9 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 14 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/sportswear-in-denmark/report.