



# Consumer Values and Behaviour in Denmark

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Table of Contents

Scope

## HIGHLIGHTS

Consumer values and behaviour in Denmark

## PERSONAL TRAITS AND VALUES

Danish consumers feel comfortable expressing their identity with friends and family

Older generations feel most comfortable expressing identity with friends and family

Danes prefer creating memories rather than acquiring things

Danish millennials extensively research the products and services they consume

Overall, consumers in Denmark anticipate that they will be happier in the future

Most Danes expect to be better off financially in the future

## HOME LIFE

Danes enjoy exercising during their time at home

A safe location tops the priority list of home features for Danish consumers

## COOKING AND EATING HABITS

Danes prefer to prepare their own meals

Danish consumers would rather use their time spent cooking on other things

Danish millennials don't trust their culinary abilities as much as other generations

Danish consumers look for healthy ingredients in food and beverages, particularly millennials

## WORKING LIFE

Work life balance is the top career priority for Danes

Danes primarily seek job security

Danes actively maintain a clear separation between their professional and personal lives

## LEISURE

Danes connect with friends through digital means more regularly than in person

Younger generations love socialising, both in person and online

Danish consumers list relaxation as their top travel consideration

Gen X seeks relaxation most when planning a vacation

## HEALTH AND WELLNESS

Consumers in Denmark prefer less strenuous exercise like walking or hiking

Baby boomers have a higher proclivity for cycling than other generations

Consumers prefer massages to reduce levels of stress

## SUSTAINABLE LIVING

Consumers in Denmark are worried about climate change

Baby boomers taking on the fight to ensure a more sustainable lifestyle

Consumers in Denmark prefer repair over replacement, more than the global average

Strong tendency shown by baby boomers to boycott brands not aligned with their values

## SHOPPING

Danish consumers enjoy a good deal

Baby boomers prefer quality over quantity

Danish consumers are more willing to buy second-hand compared to global average

Baby boomers most willing generation to purchase second hand or previously owned goods

Danish consumers are drawn to digital platforms for streaming content

## SPENDING

Consumers in Denmark more likely to increase spending on travel/holidays

Millennial Danes expect to see themselves spending more on travel

Danish consumers are more satisfied with their financial standing than the rest of the world

Baby boomers are the most financially secure generation in Denmark

In Denmark, Gen Z is the generation with the highest proportion intending to save more

## TECHNOLOGY

Danish consumers feel that targeted advertising is intrusive

Gen Z is less concerned about targeted advertising than older generations

Social media is the main utility of internet access for Danes

Millennials have the highest proclivity for connected appliances in Denmark

Millennials are the most adept at engaging with activities online in Denmark

Consumers in Denmark are less inclined to interact with businesses on social media

Danish millennials at forefront with engagements with companies and brands

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