

Denmark: Consumer Profile

July 2024

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Today 2023: Over one third of Danish population lives in the capital

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Danish consumers are keener on vitamins when it comes to health management

Tomorrow 2040: Tech-savvy Gen Z overtakes Baby Boomers as the largest generation

Brand values and personal values will play a crucial role as Gen Z takes centre stage

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POPULATION AND SOCIETY

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Today 2023: Share of single person households among the highest globally

Danish families continue to get smaller

Living in cities places outside space as high priority for homes in Denmark

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Unlike elsewhere, women are almost as likely as men to be household heads in Denmark

Digitalisation in Denmark among highest in the world; most families with children connected

Opportunities for growth

Noah's Kitchen offers fully automated take-away experience targeted at busy urban singles

INCOME AND EXPENDITURE

Today 2023: Disposable income continues to rise

With such a high urbanisation rate housing costs are important part of the budget

Baby Boomers comfortable with their finances; Gen X most concerned

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Baby Boomers plan to spend their wealth on daily living and holidays

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Baby Boomers much more willing to pay for local products, Gen Z focused on price

Danes favour second-hand purchases and repairing items well above global average

Gen Z is far less likely to engage in green activities, apart from buying purpose-driven brands

Danes have greater financial comfort and emergency savings compared to global levels

Work-life balance over salary - most important for Gen X

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Case study: Too Good To Go starting to offer surplus food straight from manufacturers

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Key findings

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