

Apparel and Footwear Specialists in Denmark

March 2024

Table of Contents

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

CHANNEL DATA

Table 1 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 2 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023
Table 4 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023
Table 5 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023
Table 6 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 7 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Retail in Denmark - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture E-commerce growth moderates as shopping in brick-and-mortar stores resumes in 2023 Consumer shopping habits evolve, leading to brand polarisation What next for retail?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2023 Seasonality Christmas Summer clothing

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023 Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023 Table 10 - Sales in Retail Offline by Channel: Value 2018-2023 Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023 Table 12 - Retail Offline Outlets by Channel: Units 2018-2023 Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023 Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023 Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023 Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023 Table 19 - Sales in Grocery Retailers by Channel: Walue Growth 2018-2023 Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023 Table 21 - Grocery Retailers Outlets by Channel: Units 2018-2023 Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023 Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023 Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023 Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 Table 28 - Retail GBO Company Shares: % Value 2019-2023 Table 29 - Retail GBN Brand Shares: % Value 2020-2023 Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023 Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023 Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023 Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023 Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023 Table 35 - Grocerv Retailers GBO Company Shares: % Value 2019-2023 Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023 Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023 Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023 Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023 Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023 Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028 Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028 Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028 Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028 Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028 Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028 Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028 Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028 Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028 Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028 Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028 Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028 Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028 Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028 Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - 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/apparel-and-footwear-specialists-indenmark/report.