

Retail E-Commerce in Denmark

March 2024

Table of Contents

Retail E-Commerce in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce growth in Denmark amidst changing consumer behaviours

Grocery e-commerce correction: major players' strategic shifts Fragmented e-commerce landscape: smaller players' impact

PROSPECTS AND OPPORTUNITIES

Growth ahead, but differentiation will be key

Grocery e-commerce's future growth and emerging players

Apparel and footwear e-commerce: Danish consumers' online shopping habits

CHANNEL DATA

Table 1 - Retail E-Commerce by Channel: Value 2017-2022

Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 - Retail E-Commerce by Product: Value 2017-2022

Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

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 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 - Sales in Retail Offline by Channel: Value 2018-2023

Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 - Retail Offline Outlets by Channel: Units 2018-2023

Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023

- Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 23 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 27 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 29 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 31 Retail GBO Company Shares: % Value 2019-2023
- Table 32 Retail GBN Brand Shares: % Value 2020-2023
- Table 33 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 34 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 35 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 36 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 37 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 38 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 46 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 48 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 50 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 52 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 57 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 58 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 60 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 61 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 62 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 63 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/retail-e-commerce-in-denmark/report.