

Appliances and Electronics Specialists in Denmark

March 2024

Table of Contents

Appliances and Electronics Specialists in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Appliances and electronics specialists grapple with declining sales in 2023

Elgiganten and Power maintain dominance in appliances and electronics specialists

E-commerce continues to challenge brick-and-mortar in appliances and electronics

PROSPECTS AND OPPORTUNITIES

Economic pressures continue to impact appliances and electronics consumption

Online research shaping consumer behaviour in appliances and electronics

Further e-commerce growth expected in appliances and electronics category

CHANNEL DATA

- Table 1 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 2 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 3 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023
- Table 4 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023
- Table 5 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023
- Table 6 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 7 Appliances and Electronics 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: % Value Growth 2018-2023
- Table 20 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 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 Grocery 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/appliances-and-electronics-specialists-in-denmark/report.