



**Euromonitor
International**

Footwear in Denmark

February 2026

Table of Contents

Footwear in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic stability and brand loyalty support moderate growth in footwear

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainable practices contribute to value growth

Chart 2 - Danish Brand Anonymous Copenhagen Has a Strong Focus on Sustainability

Resale and rental gains traction, impacting primary sales

Chart 3 - Resale Platform DBA Offers a New Feature to Make the Sales Process Smoother

Integration of technology enhances product design and functionality

Chart 4 - New Brand Movv Launched, Focusing on Data-Driven Shoe Design

WHAT'S NEXT?

Economic recovery set to drive growth, although consumer caution will remain

A continued move towards sustainable products will impact footwear

Retail -commerce to drive growth in footwear through convenience and competitive pricing

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Nike and adidas maintain their lead with strong brand recognition and wide distribution

With a stable competitive landscape, there are opportunities for companies to develop

CHANNELS

Apparel and footwear specialists leads offline retail sales

Retail e-commerce gains traction as consumers seek convenience and the best prices

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Denmark - Industry Overview

EXECUTIVE SUMMARY

Sustainable innovation and strategic investment drive steady growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Continued slow and stable value growth as economic indicators are positive

Sustainability and inclusivity trend shapes consumer behaviour

Chart 7 - Aiayu is a Leading Danish Brand Focused on Sustainability and Ethical Production

Resale and rental services gain traction in apparel and footwear

Chart 8 - Spejder Sport Has a Circular Retail Store, Spejder Sport Retur

WHAT'S NEXT?

Strong economy to fuel premiumisation, although some consumers will remain cautious

Chart 9 - Analyst Insight

Demand for sustainability expected to impact apparel and footwear

Retail e-commerce set to outpace offline retail as the digital competition intensifies

COMPETITIVE LANDSCAPE

Bestseller and H&M maintain their lead through sustainability and e-commerce

The squeezed middle: Danish mid-market retailers falter amidst economic divide

Chart 10 - Movv is a New Premium Danish Brand of Running Shoes, Enhancing Polarisation
Opportunities for growth remain for new and existing companies

CHANNELS

Demand for experiences sustains offline retail dominance, but challenge from e-commerce

Retail e-commerce gains traction as consumers value its convenience and pricing

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Denmark 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Denmark 2025

Chart 14 - Consumer Landscape in Denmark 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - 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/footwear-in-denmark/report.