Euromonitor International

Womenswear in Denmark

February 2026

Table of Contents

Womenswear in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth in womenswear is supported by sustainability and a strong economy
Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Demographic and economic trends contribute to growth in womenswear
Sustainability and inclusivity reshapes the dynamics in womenswear
Chart 2 - Aiayu Focuses on Sustainability Across the Business
Denmark's thriving resale market hampers growth in primary sales of womenswear
Chart 3 - Carmen Copenhagen is a Popular Resale Outlet

WHAT'S NEXT?

Rising incomes set to drive growth, with interest in sports driving sales
Sustainability will remain important, but price will also be part of the decision-making process
E-commerce and social media expected to drive sales of womenswear
Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Stable competitive landscape in womenswear as the leaders adapt to changing preferences
Market polarisation challenges mid-priced players
Chart 5 - Denmark Sees the Opening of its First Lindex Store

CHANNELS

Apparel and footwear specialists remains the most significant offline distribution channel
Retail e-commerce gains traction as consumers seek convenience and affordability

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/womenswear-in-denmark/report.