

Supermarkets in Denmark

March 2024

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Supermarkets in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets face competition from both discounters and hypermarkets

Economic downturn impacts supermarkets, shifting focus from organic to affordable products

Major players withdraw from grocery e-commerce

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Economic pressures on consumers continue to impact grocery consumption

Supermarket players need to find ways to respond to diverse competition

Growing focus on private label

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