



Consumer Lifestyles in Denmark

October 2022

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Scope

Consumer landscape in Denmark 2022

Life priorities

Danes prioritise spending time with extended family members at a rate higher than average

Time for work is low on the list of priorities for Danes

Danes like to stand out from the crowd and seek out tailored products and services

Millennials value their individuality and like to be distinct from others

Danish consumers are interested in new products and services from trusted brands

Baby boomers are less attached to branded products

Home life

A large proportion of Danes regularly indulge in their hobbies at home

Nearly three quarters of Millennials play video games every week

Baby boomers are particularly keen to live in a home with outside space

Eating habits

Millennials have a strong preference for regularly eating out at restaurants

Consumers select low prices over other food features or attributes

Evening snacks are more popular at the weekend

Baby Boomers are less likely to snack between meals than younger cohorts

Working life

Danes have low expectations to work for themselves

Good work-life balance more important than being able to work at home

Generation Z more focused on earning a high salary

Expectations to work from home in future much lower than global average

Over 20% of baby boomers expect to retire before reaching retirement age

Leisure habits

Baby boomers do not socialise online as often as other cohorts

Danes are very active socially and like going to cultural/sporting events

Millennials and Generation X enjoy leisure shopping more than other cohorts

Over a third of consumers took four or more international trips in the previous year

Travellers enjoy the great outdoors when they go on holiday

Older generations look for relaxation when they go on holiday

Health and wellness

Women take vitamins/supplements more frequently than their male counterparts

Cycling is the most frequent exercise activity after walking and hiking

Group fitness classes more popular among Millennials

Danes more likely to use therapy to combat stress than their global counterparts

Older Danish consumers tend to use stress-reduction activities less than other cohorts

Sustainable living

Consumers have most trust in "recyclable" claim on labelling

All generations are trying to have a more positive impact on the environment

Consumers are buying more products from purpose-driven brands than global average

Shopping habits

Niche brands appeal to Danish shoppers

Older consumers try to shop more for locally-produced products and services

Consumers are more influenced by blogger/social media personalities than global average

Baby Boomers are most influenced by independent consumer reviews

Biggest motivator to shop in-store is to see and try before buying

Younger cohorts not as motivated as Baby Boomers to see and try before they buy

Free shipping not a key driver for Danish online shoppers compared to their global cohorts

Free shipping and ease of delivery more of a motivation for Baby Boomers

Spending habits

Boomers do not expect to increase spending on health/wellness as much as other cohorts

Baby Boomers less likely than other generations to increase their savings

Technology

Danes are concerned about privacy and nearly half find ads invasive

Millennials most concerned about target advertising invading their privacy

Fitness wearables more popular than global average

Participation in online video gaming mirrors global average

Millennials more engaged with writing reviews for products and services online

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