

Hypermarkets in Denmark

March 2022

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Hypermarkets in Denmark - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Further solid growth in 2021 with consumers staying home during the second wave of COVID-19

Large product ranges benefit sales as consumers try to minimise the number of shopping trips

Danish grocery players continue to improve their online offerings

PROSPECTS AND OPPORTUNITIES

Small decline as hypermarkets struggle with the competition and consumers eat out more

Declining number of outlets due to increased pressure from e-commerce and discounters

A strong omnichannel approach is needed to market offerings to consumers

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