

# Variety Stores in Denmark

March 2022

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## Variety Stores in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

New wave of COVID-19 infections and store closures impact sales in 2021  
Leading players focus on developing their online presence  
Sustainability increasingly important to Danish consumers

#### PROSPECTS AND OPPORTUNITIES

Strong recovery as consumers return to their usual purchasing habits  
E-commerce set to become increasingly important  
Further consolidation expected as smaller players are forced out of the market

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Further strong growth of e-commerce with the new wave of COVID-19 in 2021  
Modern grocery retailers enjoy solid growth as consumers spend more time at home  
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