Books, News and Stationery Retailing in Denmark - Market Summary & Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2020

Description: Summary

With a share of 2.8% of overall retail, the market for books, news, and stationery reached DKK8.03 billion in 2015. The market is forecast to decline at a CAGR of -0.50% over the next five years, to reach a sales value of DKK7.83 billion in 2020. Spend per head on books, news, and stationery will decline at a CAGR of -0.9% during the next five years.

Key Findings

- Books, news and stationery segment is projected to decline at a CAGR of -0.50% during the analysis period 2015-2020.

- Spend per head on books, news, and stationery will decline at a CAGR of -0.9% during the next five years.

- Online spending on books, news, and stationery is anticipated to increase at a CAGR of 5.49% for 2015-2020.

Synopsis

“Books, News and Stationery Retailing in Denmark - Market Summary & Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2020.

What else does this report offer?

- A thorough analysis of consumer trends changing economic and population factors

- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2010 to 2020

- Sales of books, news and stationery products through the following channels from 2010 to 2020: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers

- An overview of key books, news and stationery retailers operating across Denmark and their presence across distribution channels

Reasons To Buy

- Gain a comprehensive knowledge on books, news and stationery sector in the Denmark retail market and develop a competitive advantage from the start of your supply chain

- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit

- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior

- Understand the fastest growing categories including printed media and stationery and cards, with insights on performance across key channels from 2010, with forecasts until 2020
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the books, news and stationery market

- Analysis of key international and domestic players operating in the books, news and stationery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

Contents:

1 Introduction
  1.1 What is this Report About?

2 Executive Summary & Outlook

3 Market Context
  3.1 An economy on growth path offers new opportunities to retailers
    3.1.1 Retail sales recorded modest growth post-recession
    3.1.2 High household debts is one of the reasons for declining savings rate
    3.1.3 Services sector continues to be the major sector for employment
    3.1.4 Low inflation levels - a positive sign to retailers
    3.1.5 Rise in consumption expenditure- a positive sign to reckon with
    3.1.6 Increasing urbanization offers growth opportunities for retailers
  3.2 Constant low growth rates in population poses challenges for retailers

4 Danish Shoppers
  4.1 Denmark is all set to become the first cash-free nation
  4.2 Denmark is the world's leading nation in organic consumption
  4.3 Denmark has witnessed a surge in Chinese tourists
  4.4 E-commerce & M-commerce continue to drive retail sales

5 Doing Business in Denmark
  5.1 Summary
    5.1.1 Bureaucracy
    5.1.2 Business culture
    5.1.3 Infrastructure and logistics
    5.2 Business reforms in Denmark in the past
    5.3 Denmark eases rules for foreign investors

6 Retail - Product Sectors
  6.1 Product Sector Analysis
    6.1.1 Books, News, and Stationery
    6.2 Books, News and Stationery Category Overview
      6.2.1 Books, News and Stationery by Channel
      6.2.2 Books, News and Stationery by Category
      6.3 Books, News and Stationery Category Analysis
        6.3.1 Printed Media
        6.3.2 Stationery and Cards
    6.4 Major Retailers
      6.4.1 Books, News and Stationery

7 Appendix
  7.1 Definitions
    7.1.1 This report provides 2015 actual sales; while forecasts are provided for 2016 - 2020
  7.2 Summary Methodology
    7.2.1 Overview
    7.2.2 The triangulated market sizing method
    7.2.3 Industry surveys in the creation of retail market data
    7.2.4 Quality control and standardized processes
  7.3 About
  7.4 Disclaimer

List of Tables
Table 1: Denmark Books, News and Stationery Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 2: Denmark Books, News and Stationery Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 3: Denmark Books, News and Stationery Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 4: Denmark Books, News and Stationery Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 5: Denmark Books, News and Stationery Retail Segmentation (% value), by Channel Group, 2010-2020
Table 6: Denmark Books, News and Stationery Retail Sales (DKK mn), by Category 2010-2015
Table 7: Denmark Books, News and Stationery Retail Sales Forecast (DKK mn), by Category 2015-2020
Table 8: Denmark Books, News and Stationery Retail Sales (US$ mn), by Category 2010-2015
Table 9: Denmark Books, News and Stationery Retail Sales Forecast (US$ mn), by Category 2015-2020
Table 10: Denmark Books, News and Stationery Retail Segmentation (% value), by Category, 2010-2020
Table 11: Denmark Printed Media Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 12: Denmark Printed Media Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 13: Denmark Printed Media Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 14: Denmark Printed Media Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 15: Denmark Printed Media Retail Segmentation, by Channel Group, 2010-2020
Table 16: Denmark Stationery and Cards Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 17: Denmark Stationery and Cards Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 18: Denmark Stationery and Cards Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 19: Denmark Stationery and Cards Retail Segmentation, by Channel Group, 2010-2020
Table 20: Denmark Stationery and Cards Retail Sales (US$ mn), by Category 2010-2015
Table 21: Key Books, News and Stationery Retailers in Denmark
Table 22: Denmark Exchange Rate DKK-USD (Annual Average), 2010-2015
Table 23: Denmark Exchange Rate DKK-USD (Annual Average), 2016-2020 Forecasts
Table 24: Retail Channel Definitions
Table 25: Retail Category Definitions

List of Figures

Figure 1: GDP Value (US$ billion), 2010-2015
Figure 2: Growth Rate of GDP (US$ billion, %), 2010-2015
Figure 3: GDP Value and Growth (DKK billion, %), 2010-2015
Figure 4: Forecasts for GDP Value and Growth (DKK billion, %), 2015-2020
Figure 5: Household Savings Rate (%), 2005-2015
Figure 6: Share of Employment by Sector (%), 2005 and 2015
Figure 7: Unemployment Rate (%), 2005-2015
Figure 8: Inflation Growth Rates (%), 2005-2015
Figure 9: Household Consumption Expenditure of Denmark (DKK billion), 2005 and 2015
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2015
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2005-2015
Figure 12: Rural and Urban Populations (millions) 2005, 2015 and 2020
Figure 13: Total Population and Growth Rate (Millions, %), 2005-2020
Figure 14: Population Split by Gender (%), 2015 and 2020
Figure 15: Population Split by Age Group (%), 2015 and 2020
Figure 16: Per Capita Spend on Retail (DKK), 2007 and 2015
Figure 17: Per Capita Spend (DKK) and Total Retail Spend by Age Group (%), 2007 and 2015
Figure 18: Danske banks mobile-pay app
Figure 19: Organic sales by channel and value shares as of 2014
Figure 20: Chinese tourists visiting Denmark
Figure 21: Access of internet through desktops, mobiles and tablets
Figure 22: Key Components of Doing Business in Denmark
Figure 23: Share of Books, News, and Stationery in overall Retail 2015 and 2020
Figure 24: Retail Sales Value and Growth (DKK billion, %) of Books, News, and Stationery 2015-2020
Figure 25: Spend per Head on Books, News, and Stationery 2015 and 2020
Figure 26: Online Spend in Books, News, and Stationery 2015-2020
Figure 27: Online Share of total Books, News, and Stationery Spend 2015 and 2020
Figure 28: Spending per Channel in Books, News, and Stationery (%) 2015 and 2020
Figure 29: Denmark Books, News and Stationery Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 30: Denmark Books, News and Stationery Retail Market Dynamics, by Channel Group, 2010-2020
Figure 31: Denmark Books, News and Stationery Retail Sales and Forecast (DKK mn), by Category 2010-2020
Figure 32: Denmark Books, News and Stationery Retail Market Dynamics, by Category 2010-2020
Figure 33: Denmark Printed Media Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 34: Denmark Stationery and Cards Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 35: The Triangulated Market Sizing Methodology

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