Furniture and Floor Coverings 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 5.69% in 2015, the furniture and floor coverings market is set to witness a CAGR of 1.85% over the forecast period, to reach retail sales of DKK18 billion by 2020. The industry is mature and the entry of international retailers IKEA has led other retailers to expand their existing product lines with the latest and innovative furniture and homeware products. The growth is expected arise from the renovation of old homes and decline price due to competition between the retailers.

Key Findings

- Home furniture and homewares retailers account for 86.5% of the total sales of furniture and floor coverings

- Furniture is expected to remain the largest category during the forecast period.

- Sales through online channel are gaining momentum and are expected to grow at a CAGR of 9.21% during 2015-2020.

Synopsis

“Furniture and Floor Coverings 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 furniture and floor coverings retail dynamics for floor coverings and furniture from 2010 to 2020

- Sales of furniture and floor coverings products through the following channels from 2010 to 2020: Home furniture and homewares retailers; hypermarkets, supermarkets and hard-discounters; online; department stores; value, variety stores and general merchandise retailers; home improvement and gardening supplies retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers

- An overview of key furniture and floor coverings retailers operating across Denmark and their presence across distribution channels

Reasons To Buy

- Gain a comprehensive knowledge on furniture and floor coverings sector in the Denmark retail market and develop a competitive advantage from the start of your supply chain

- Investigate current and forecast behavior trends in furniture and floor coverings 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 floor coverings and furniture, 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 furniture and floor coverings market

- Analysis of key international and domestic players operating in the furniture and floor coverings 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 Furniture and Floor Coverings
6.2 Furniture and Floor Coverings Category Overview
6.2.1 Furniture and Floor Coverings by Channel
6.2.2 Furniture and Floor Coverings by Category
6.3 Furniture and Floor Coverings Category Analysis
6.3.1 Floor Coverings
6.3.2 Furniture
6.4 Major Retailers
6.4.1 Furniture and Floor Coverings

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 Furniture and Floor Coverings Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 2: Denmark Furniture and Floor Coverings Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 3: Denmark Furniture and Floor Coverings Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 4: Denmark Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 5: Denmark Furniture and Floor Coverings Segmentation (% value), by Channel Group, 2010-2020
Table 6: Denmark Furniture and Floor Coverings Retail Sales (DKK mn), by Category, 2010-2015
Table 7: Denmark Furniture and Floor Coverings Retail Sales Forecast (DKK mn), by Category 2015-2020
Table 8: Denmark Furniture and Floor Coverings Retail Sales (US$ mn), by Category, 2010-2015
Table 9: Denmark Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Category 2015-2020
Table 10: Denmark Furniture and Floor Coverings Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 11: Denmark Furniture and Floor Coverings Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 12: Denmark Furniture and Floor Coverings Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 13: Denmark Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 14: Denmark Furniture and Floor Coverings Retail Segmentation, by Channel Group, 2010-2020
Table 15: Denmark Furniture and Floor Coverings Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 16: Denmark Furniture Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 17: Denmark Furniture Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 18: Denmark Furniture Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 19: Denmark Furniture Retail Segmentation, by Channel Group, 2010-2020
Table 20: Denmark Furniture and Floor Coverings Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 21: Key Furniture and Floor Coverings 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 2015E
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 2020E
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 Furniture and Floor Coverings in overall Retail 2015 and 2020
Figure 24: Retail Sales Value and Growth (DKK billion, %) of Furniture and Floor Coverings 2015-2020
Figure 25: Spend per Head on Furniture and Floor Coverings 2015 and 2020
Figure 26: Online Spend in Furniture and Floor Coverings 2015-2020
Figure 27: Online Share of total Furniture and Floor Coverings Spend 2015 and 2020
Figure 28: Spending per Channel in Furniture and Floor Coverings (%) 2015 and 2020
Figure 29: Denmark Furniture and Floor Coverings Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 30: Denmark Furniture and Floor Coverings Retail Market Dynamics, by Channel Group, 2010-2020
Figure 31: Denmark Furniture and Floor Coverings Retail Sales and Forecast (DKK mn), by Category Group,
2010-2020
Figure 32: Denmark Furniture and Floor Coverings Retail Market Dynamics, by Category 2010-2020
Figure 33: Denmark Floor Coverings Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 34: Denmark Furniture Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 35: The Triangulated Market Sizing Methodology

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