Food and Grocery 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

Food and grocery accounted for 52.5% of total market retail sales in 2015. From DKK152 billion in 2015, the food and grocery retail market is anticipated to grow at a CAGR of 2.21% over the forecast period, to reach DKK169 billion by 2020. Rising disposable income, an ongoing trend of rapid urbanization, rapid adoption of Organic brands, and increasing competition among retailers will transform the consumption pattern among consumers.

Key Findings

- The organic market share has increased from 3.9% in 2005 to 8% of the total grocery spending in 2015.
- Spending per head on food and grocery will continue to grow at a CAGR of 1.8% in 2015-2020.
- Packaged food is the largest product category sold as of 2015.
- Sales through online channel are expected to grow at a CAGR of 9.86% during 2015-2020

Synopsis

“Food and Grocery 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 food and grocery retail dynamics for drinks, household products, packaged food, tobacco and unpackaged food from 2010 to 2020
- Sales of food and grocery products through the following channels from 2010 to 2020: Hypermarkets, supermarkets and hard-discounters; food and drinks specialists; convenience stores (including Independents) and gas stations; cash and carries and warehouse clubs; other general and non-specialist direct retailers; value, variety stores and general merchandise retailers; online; drug stores and health and beauty stores; vending machines; duty free retailers; department stores; other specialist retailers
- An overview of key food and grocery retailers operating across Denmark and their presence across distribution channels

Reasons To Buy

- Gain a comprehensive knowledge on food and grocery 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 food and grocery 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 drinks, household products, packaged food, unpackaged food and tobacco in the market, 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 food and grocery market

- Analysis of key international and domestic players operating in the food and grocery 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 Food and Grocery
  6.2 Food and Grocery Category Overview
  6.2.1 Food and Grocery by Channel
  6.2.2 Food and Grocery by Category
  6.3 Food and Grocery Category Analysis
  6.3.1 Drinks
  6.3.2 Household Products
  6.3.3 Packaged Food
  6.3.4 Tobacco
  6.3.5 Unpackaged Food
  6.4 Major Retailers
  6.4.1 Food and Grocery

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
List of Tables

Table 1: Denmark Food and Grocery Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 2: Denmark Food and Grocery Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 3: Denmark Food and Grocery Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 4: Denmark Food and Grocery Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 5: Denmark Food and Grocery Retail Sales (% value), by Channel Group, 2010-2020
Table 6: Denmark Food and Grocery Retail Sales (DKK mn), by Category, 2010-2015
Table 7: Denmark Food and Grocery Retail Sales Forecast (DKK mn), by Category, 2015-2020
Table 8: Denmark Food and Grocery Retail Sales (US$ mn), by Category, 2010-2015
Table 9: Denmark Food and Grocery Retail Sales Forecast (US$ mn), by Category, 2015-2020
Table 10: Denmark Food and Grocery Retail Sales (% value), by Category, 2010-2020
Table 11: Denmark Drinks Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 12: Denmark Drinks Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 13: Denmark Drinks Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 14: Denmark Drinks Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 15: Denmark Drinks Retail Sales (% value), by Channel Group, 2010-2020
Table 16: Denmark Household Products Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 17: Denmark Household Products Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 18: Denmark Household Products Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 19: Denmark Household Products Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 20: Denmark Household Products Retail Sales (% value), by Channel Group, 2010-2020
Table 21: Denmark Packaged Food Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 22: Denmark Packaged Food Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 23: Denmark Packaged Food Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 24: Denmark Packaged Food Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 25: Denmark Packaged Food Retail Sales (% value), by Channel Group, 2010-2020
Table 26: Denmark Tobacco Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 27: Denmark Tobacco Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 28: Denmark Tobacco Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 29: Denmark Tobacco Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020
Table 30: Denmark Tobacco Retail Sales (% value), by Channel Group, 2010-2020
Table 31: Denmark Unpackaged Food Retail Sales (DKK mn), by Channel Group, 2010-2015
Table 32: Denmark Unpackaged Food Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020
Table 33: Denmark Unpackaged Food Retail Sales (US$ mn), by Channel Group, 2010-2015
Table 34: Denmark Unpackaged Food Retail Sales Forecast (US$ mn), by Channel, 2015-2020
Table 35: Denmark Unpackaged Food Retail Sales (% value), by Channel Group, 2010-2020
Table 36: Key Food and Grocery Retailers in Denmark
Table 37: Denmark Exchange Rate DKK-USD (Annual Average), 2010-2015
Table 38: Denmark Exchange Rate DKK-USD (Annual Average), 2016-2020 Forecasts
Table 39: Retail Channel Definitions
Table 40: 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 Food and Grocery in overall Retail 2015 and 2020
Figure 24: Retail Sales Value and Growth (DKK billion, %) of Food and Grocery 2015-2020
Figure 25: Spend per Head on Food and Grocery 2015 and 2020
Figure 26: Online Spend in Food and Grocery 2015-2020
Figure 27: Online Share of total Food and Grocery Spend 2015 and 2020
Figure 28: Spending per Channel in Food and Grocery (%) 2015 and 2020
Figure 29: Denmark Food and Grocery Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 30: Denmark Food and Grocery Retail Market Dynamics, by Channel Group, 2010-2020
Figure 31: Denmark Food and Grocery Retail Sales and Forecast (DKK mn), by Category 2010-2020
Figure 32: Denmark Food and Grocery Retail Market Dynamics, by Category 2010-2020
Figure 33: Denmark Drinks Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 34: Denmark Household Products Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 35: Denmark Packaged Food Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 36: Denmark Tobacco Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 37: Denmark Unpackaged Food Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 38: The Triangulated Market Sizing Methodology

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