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

Denmark's retail sector is expected to witness healthy growth over the next five years, backed by improving economic conditions, government efforts for boosting domestic consumption, relatively low inflation levels, and increasing disposable income. The rising number of internet users and increasing adoption of mobile devices are fueling the growth of sales through the online channel, and the trend is expected to gain further traction over the next five years.

Key Findings

- Retail sales registered a positive growth despite sluggish economic growth
- Denmark is on its way to become the first cashless society
- Online shopping continues to grow exponentially
- Denmark to woo growing number of Chinese visitors
- Demand for organic foods continues to surge

Synopsis

“Retailing in Denmark- Market Summary & Forecasts, 2015-2020” provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to the Danish retail environment. In addition, it analyses the key consumer trends influencing the Danish retail industry:

What else does this report offer?

- In-depth analysis of the latest trends in consumer shopping, covering the factors driving shopping, consumer insights, market dynamics (covering 26 product categories), and reviews of the latest best practice in online retail site design
- Market insights based on consumer trends, changing economic and demographic factors, technology innovations, and other macroeconomic factors
- Retail sales and fastest growing product categories that includes Clothing; Footwear; Books, News and Stationery; Electrical and Electronics; Food and Grocery; Health and Beauty; Furniture and Floor Coverings; Home and Garden Products; Music, Video and Entertainment Software; Sports and Leisure Equipment; Jewelry, Watches and Accessories; Luggage and Leather Goods
-Qualitative and quantitative insights of changing retail dynamics across various channels

Reasons To Buy

- Gain a comprehensive knowledge on 26 products across 12 product sectors in the Danish retail market and develop a competitive advantage around consumer behaviour trends from the start of your supply chain
- 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 retail market
- Investigate current and forecast behaviour trends in each category to identify the best opportunities to exploit

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

- Understand the fastest growing categories in the market with insights on performance of individual product categories, across key channels from 2009, with forecasts until 2019

- Analysis of key international and domestic players operating in the Danish retail market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share
8.1.4 Electrical and Electronics  
8.1.5 Food and Grocery  
8.1.6 Health and Beauty  
8.1.7 Furniture and Floor Coverings  
8.1.8 Home and Garden Products  
8.1.9 Music, Video, and Entertainment Software  
8.1.10 Sports and Leisure Equipment  
8.1.11 Jewelry, Watches, and Accessories  
8.1.12 Luggage and Leather Goods

9 Appendix  
9.1 Definitions  
9.1.1 This report provides 2015 actual sales; while forecasts are provided for 2016 - 2020  
9.2 Summary Methodology  
9.2.1 Overview  
9.2.2 The triangulated market sizing method  
9.2.3 Industry surveys in the creation of retail market data  
9.2.4 Quality control and standardized processes  
9.3 About  
9.4 Disclaimer

List of Tables  
Table 1: Denmark Clothing Retail Sales (US$ billion), by Product Sub-Category, 2010-2015  
Table 2: Denmark Clothing Retail Sales (US$ billion), by Product Sub-Category, 2015-2020  
Table 3: Denmark Footwear Retail Sales (US$ billion), by Product Sub-Category, 2009-2014  
Table 4: Denmark Footwear Retail Sales (US$ billion), by Product Sub-Category, 2015-2020  
Table 5: Major Domestic Retailers in Denmark  
Table 6: Major International Retailers in Denmark  
Table 7: Key Clothing Retailers in Denmark  
Table 8: Key Footwear Retailers in Denmark  
Table 9: Key Books, News and Stationery Retailers in Denmark  
Table 10: Key Electrical and Electronics Retailers in Denmark  
Table 11: Key Food and Grocery Retailers in Denmark  
Table 12: Key Health and Beauty Retailers in Denmark  
Table 13: Key Furniture and Floor Coverings Retailers in Denmark  
Table 14: Key Home and Garden Products Retailers in Denmark  
Table 15: Key Music, Video and Entertainment Retailers in Denmark  
Table 16: Key Sports & Leisure equipment Retailers in Denmark  
Table 17: Key Jewelry, watches and accessories Retailers in Denmark  
Table 18: Key Luggage and Leather Goods Retailers in Denmark  
Table 19: Denmark Exchange Rate DKK-USD (Annual Average), 2010-2015  
Table 20: Denmark Exchange Rate DKK-USD (Annual Average), 2016-2020 Forecasts  
Table 21: Retail Channel Definitions  
Table 22: 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, %), 2005-2015  
Figure 14: Population Split by Gender (%), 2015 and 2020E  
Figure 15: Population Split by Age Group (%), 2015 and 2020E
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: Total Number of Fixed Broadband Users and Penetration (millions, %), 2005-2015
Figure 24: Total Number of Mobile phone subscriptions and Penetration (millions, %), 2005-2015
Figure 25: Total Number of Internet Users and Growth Rate (millions, %), 2005-2015
Figure 26: Dansk supermarked's retail chain Bilka accepting mobile payments in its store
Figure 27: Retail Sales Value and Growth (DKK billion, %), 2007-2015
Figure 28: Retail Sales as % of Total Consumer Spend (%), 2007 and 2015
Figure 29: Total Retail Sales and Growth Rate (DKK billion, %), 2015 and 2020
Figure 30: Online Sales and Growth Rate (DKK billion, %) 2015-2020
Figure 31: Share of Key Product Sectors (%), 2015 and 2020
Figure 32: Growth Rate of Key Product Sectors vs. Growth of Total Retail (%), 2015-2020
Figure 33: Value Growth of Key Product Sectors (DKK billion), 2015-2020
Figure 34: Spend Per Channel 2015 and 2020
Figure 35: Online Penetration of Key Product Sectors (%), 2015
Figure 36: Online Penetration of Key Product Sectors (%), 2020
Figure 37: Share of Clothing in overall Retail 2015 and 2020
Figure 38: Retail Sales Value and Growth (DKK billion, %) of Clothing 2015-2020
Figure 39: Spend per Head on Clothing 2015 and 2020
Figure 40: Share of Clothing by Womenswear, Menswear, and Childrenwear 2015 and 2020
Figure 41: Womenswear Sales Value and Growth (DKK billion, %) 2015-2020
Figure 42: Menswear Sales Value and Growth (DKK billion, %) 2015-2020
Figure 43: Childrenswear Sales Value and Growth (DKK billion, %) 2015-2020
Figure 44: Online Spend in Clothing and growth, 2015-2020
Figure 45: Online Share of Total Clothing Spend 2015 and 2020
Figure 46: Spending per Channel in Clothing (%) 2015 and 2020
Figure 47: Share of Footwear in overall Retail 2015 and 2020
Figure 48: Retail Sales Value and Growth (DKK billion, %) of Footwear 2015-2020
Figure 49: Spend per Head on Footwear 2015 and 2020
Figure 50: Share of Footwear by Women's Footwear, Men's Footwear and Children's Footwear 2015 & 2020
Figure 51: Women's Footwear Sales Value and Growth (DKK billion, %) 2015-2020
Figure 52: Men's Footwear Sales Value and Growth (DKK billion, %) 2015-2020
Figure 53: Children's Footwear Sales Value and Growth (DKK billion, %) 2015-2020
Figure 54: Online Spend in Footwear 2015-2020
Figure 55: Online Share of total Footwear Spend 2015 and 2020
Figure 56: Spending per Channel in Footwear (%) 2015 and 2020
Figure 57: Share of Books, News, and Stationery in overall Retail 2015 and 2020
Figure 58: Retail Sales Value and Growth (DKK billion, %) of Books, News, and Stationery 2015-2020
Figure 59: Spend per Head on Books, News, and Stationery 2015 and 2020
Figure 60: Online Spend in Books, News, and Stationery 2015-2020
Figure 61: Online Share of total Books, News, and Stationery Spend 2015 and 2020
Figure 62: Spending per Channel in Books, News, and Stationery (%) 2015 and 2020
Figure 63: Share of Electrical and Electronics in overall Retail 2015 and 2020
Figure 64: Retail Sales Value and Growth (DKK billion, %) of Electrical and Electronics 2015-2020
Figure 65: Spend per Head on Electrical and Electronics 2015 and 2020
Figure 66: Online Spend in Electrical and Electronics 2015-2020
Figure 67: Online Share of total Electrical and Electronics Spend 2015 and 2020
Figure 68: Spending per Channel in Electrical and Electronics (%) 2015 and 2020
Figure 69: Share of Food and Grocery in overall Retail 2015 and 2020
Figure 70: Retail Sales Value and Growth (DKK billion, %) of Food and Grocery 2015-2020
Figure 71: Spend per Head on Food and Grocery 2015 and 2020
Figure 72: Online Spend in Food and Grocery 2015-2020
Figure 73: Online Share of total Food and Grocery Spend 2015 and 2020
Figure 74: Spending per Channel in Food and Grocery (%) 2015 and 2020
Figure 75: Share of Health and Beauty in overall Retail 2015 and 2020
Figure 76: Retail Sales Value and Growth (DKK billion, %) of Health and Beauty 2015-2020
Figure 77: Spend per Head on Health and Beauty 2015 and 2020
Figure 78: Online Spend in Health and Beauty 2015-2020
Figure 79: Online Share of total Health and Beauty Spend 2015 and 2020
Figure 80: Spending per Channel in Health and Beauty (%) 2015 and 2020
Figure 81: Share of Furniture and Floor Coverings in overall Retail 2015 and 2020
Figure 82: Retail Sales Value and Growth (DKK billion, %) of Furniture and Floor Coverings 2015-2020
Figure 83: Spend per Head on Furniture and Floor Coverings 2015 and 2020
Figure 84: Online Spend in Furniture and Floor Coverings 2015-2020
Figure 85: Online Share of total Furniture and Floor Coverings Spend 2015 and 2020
Figure 86: Spending per Channel in Furniture and Floor Coverings (%) 2015 and 2020
Figure 87: Share of Home and Garden Products in overall Retail 2015 and 2020
Figure 88: Retail Sales Value and Growth (DKK billion, %) of Home and Garden Products 2015-2020
Figure 89: Spend per Head on Home and Garden Products 2015 and 2020
Figure 90: Online Spend in Home and Garden Products 2015-2020
Figure 91: Online Share of total Home and Garden Products Spend 2015 and 2020
Figure 92: Spending per Channel in Home and Garden Products (%) 2015 and 2020
Figure 93: Share of Music, Video, and Entertainment Software in overall Retail 2015 and 2020
Figure 94: Retail Sales Value and Growth (DKK billion, %) of Music, Video, and Entertainment Software 2015-2020
Figure 95: Spend per Head on Music, Video, and Entertainment Software 2015 and 2020
Figure 96: Online Spend in Music, Video, and Entertainment Software 2015-2020
Figure 97: Online Share of total Music, Video, and Entertainment Software Spend 2015 and 2020
Figure 98: Spending per Channel in Music, Video, and Entertainment Software (%) 2015 and 2020
Figure 99: Share of Sports and Leisure Equipment in overall Retail 2015 and 2020
Figure 100: Retail Sales Value and Growth (DKK billion, %) of Sports and Leisure Equipment 2015-2020
Figure 101: Spend per Head on Sports and Leisure Equipment 2015 and 2020
Figure 102: Online Spend in Sports and Leisure Equipment 2015-2020
Figure 103: Online Share of total Sports and Leisure Equipment Spend 2015 and 2020
Figure 104: Spending per Channel in Sports and Leisure Equipment (%) 2015 and 2020
Figure 105: Share of Jewelry, Watches, and Accessories in overall Retail 2015 and 2020
Figure 106: Retail Sales Value and Growth (DKK billion, %) of Jewelry, Watches, and Accessories 2015-2020
Figure 107: Spend per Head on Jewelry, Watches, and Accessories 2015 and 2020
Figure 108: Online Spend in Jewelry, Watches, and Accessories 2015-2020
Figure 109: Online Share of total Jewelry, Watches, and Accessories Spend 2015 and 2020
Figure 110: Spending per Channel in Jewelry, Watches, and Accessories (%) 2015 and 2020
Figure 111: Share of Luggage and Leather Goods in overall Retail 2015 and 2020
Figure 112: Retail Sales Value and Growth (DKK billion, %) of Luggage and Leather Goods 2015-2020
Figure 113: Spend per Head on Luggage and Leather Goods 2015 and 2020
Figure 114: Online Spend in Luggage and Leather Goods 2015-2020
Figure 115: Online Share of total Luggage and Leather Goods Spend 2015 and 2020
Figure 116: Spending per Channel in Luggage and Leather Goods (%) 2015 and 2020
Figure 117: The Triangulated Market Sizing Methodology

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3651970/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | Retailing in Denmark - Market Summary & Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2020 |
| Web Address: | http://www.researchandmarkets.com/reports/3651970/ |
| Office Code: | SCPLXW1W |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 9900</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 14850</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World