Electrical and Electronics 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 market for electrical and electronics holds a market share of 10.1% in 2015. The electronics and electrical products market in the country is mature and has been witnessing a significant growth over the past few years. The market is expected to grow at a CAGR of 3% to reach DKK33.7 billion by 2020. During 2015-2020, online spending is forecast to increase at a CAGR of 8.60%, to reach DKK12.3 billion by 2020.

Key Findings

- Online channel is gaining increasing adoption and sales through the channel are expected to grow at a CAGR of 8.60% over the next five years.
- Electrical and electronics specialists will remain the major channel for sales having accounted for 54.8% of the sales in the category
- Communications equipment has contributed significant share towards the electrical and electronics category group in 2015.

Synopsis

“Electrical and Electronics 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 electrical and electronics retail dynamics for communication equipment, computer hardware and software, consumer electronics, household appliances, photographic equipment from 2010 to 2020
- The report further covers the sales of electrical and electronics products through the following channels from 2010 to 2020: Electrical and electronics specialists; online; hypermarkets, supermarkets and hard-discounters; music, video, book, stationery and entertainment software specialists; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers and convenience Stores (including Independents) and gas stations
- An overview of key electrical and electronics retailers operating across the product segment and their presence across channels

Reasons To Buy

- Gain a comprehensive knowledge on electrical and electronics 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 electrical and electronics 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 communications equipment, computer hardware and software, consumer electronics, household appliances and photographic equipment 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 electrical and electronics market

- Analysis of key international and domestic players operating in the electrical and electronics 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 Electrical and Electronics
6.2 Electrical and Electronics Category Overview
6.2.1 Electrical and Electronics by Channel
6.2.2 Electrical and Electronics by Category
6.3 Electrical and Electronics Category Analysis
6.3.1 Communications Equipment
6.3.2 Computer Hardware and Software
6.3.3 Consumer Electronics
6.3.4 Household Appliances
6.3.5 Photographic Equipment
6.4 Major Retailers
6.4.1 Electrical and Electronics

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 Electrical and Electronics Retail Sales (DKK mn), by Channel Group, 2010-2015 |
| Table 2: Denmark Electrical and Electronics Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020 |
| Table 3: Denmark Electrical and Electronics Retail Sales (US$ mn), by Channel Group, 2010-2015 |
| Table 4: Denmark Electrical and Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020 |
| Table 5: Denmark Electrical and Electronics Retail Segmentation (% value), by Channel Group, 2010-2020 |
| Table 6: Denmark Electrical and Electronics Retail Sales (DKK mn), by Category 2010-2015 |
| Table 7: Denmark Electrical and Electronics Retail Sales Forecast (DKK mn), by Category 2015-2020 |
| Table 8: Denmark Electrical and Electronics Retail Sales (US$ mn), by Category 2010-2015 |
| Table 9: Denmark Electrical and Electronics Retail Sales Forecast (US$ mn), by Category 2015-2020 |
| Table 10: Denmark Electrical and Electronics Retail Segmentation, by Channel Group, 2010-2020 |
| Table 11: Denmark Communications Equipment Retail Sales (DKK mn), by Channel Group 2010-2015 |
| Table 12: Denmark Communications Equipment Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020 |
| Table 13: Denmark Communications Equipment Retail Sales (US$ mn), by Channel Group 2010-2015 |
| Table 14: Denmark Communications Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020 |
| Table 15: Denmark Communications Equipment Retail Segmentation, by Channel Group, 2010-2020 |
| Table 16: Denmark Computer Hardware and Software Retail Sales (DKK mn), by Channel Group, 2010-2015 |
| Table 17: Denmark Computer Hardware and Software Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020 |
| Table 18: Denmark Computer Hardware and Software Retail Sales (US$ mn), by Channel Group, 2010-2015 |
| Table 19: Denmark Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020 |
| Table 20: Denmark Computer Hardware and Software Retail Segmentation, by Channel Group, 2010-2020 |
| Table 21: Denmark Consumer Electronics Retail Sales (DKK mn), by Channel Group, 2010-2015 |
| Table 22: Denmark Consumer Electronics Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020 |
| Table 23: Denmark Consumer Electronics Retail Sales (US$ mn), by Channel Group, 2010-2015 |
| Table 24: Denmark Consumer Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020 |
| Table 25: Denmark Consumer Electronics Retail Segmentation, by Channel Group, 2010-2020 |
| Table 26: Denmark Household Appliances Retail Sales (DKK mn), by Channel Group, 2010-2015 |
| Table 27: Denmark Household Appliances Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020 |
| Table 28: Denmark Household Appliances Retail Sales (US$ mn), by Channel Group, 2010-2015 |
| Table 29: Denmark Household Appliances Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020 |
| Table 30: Denmark Household Appliances Retail Segmentation, by Channel Group, 2010-2020 |
| Table 31: Denmark Photographic Equipment Retail Sales (DKK mn), by Channel Group, 2010-2015 |
| Table 32: Denmark Photographic Equipment Retail Sales Forecast (DKK mn), by Channel Group, 2015-2020 |
| Table 33: Denmark Photographic Equipment Retail Sales (US$ mn), by Channel Group, 2010-2015 |
| Table 34: Denmark Photographic Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2015-2020 |
| Table 35: Denmark Photographic Equipment Retail Segmentation, by Channel Group, 2010-2020 |
| Table 36: Key Electrical and Electronics 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 Electrical and Electronics in overall Retail 2015 and 2020
Figure 24: Retail Sales Value and Growth (DKK billion, %) of Electrical and Electronics 2015-2020
Figure 25: Spend per Head on Electrical and Electronics 2015 and 2020
Figure 26: Online Spend in Electrical and Electronics 2015-2020
Figure 27: Online Share of total Electrical and Electronics Spend 2015 and 2020
Figure 28: Spending per Channel in Electrical and Electronics (%) 2015 and 2020
Figure 29: Denmark Electrical and Electronics Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 30: Denmark Electrical and Electronics Retail Market Dynamics, by Channel Group, 2010-2020
Figure 31: Denmark Electrical and Electronics Retail Sales and Forecast (DKK mn), by Category 2010-2020
Figure 32: Denmark Electrical and Electronics Retail Market Dynamics, by Category 2010-2020
Figure 33: Denmark Communications Equipment Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 34: Denmark Computer Hardware and Software Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 35: Denmark Consumer Electronics Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 36: Denmark Household Appliances Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 37: Denmark Photographic Equipment Retail Sales and Forecast (DKK mn), by Channel Group, 2010-2020
Figure 38: The Triangulated Market Sizing Methodology

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