

Apparel and Footwear in Denmark

November 2024

Table of Contents

Apparel and Footwear in Denmark

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

- Table 1 Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 2 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 7 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer demand bounces back in childrenswear

Parents are keen to make sustainable clothing and footwear choices

Online shopping offers multiple benefits

PROSPECTS AND OPPORTUNITIES

Bright outlook as inflation rate stabilises

Sustainable choices to gain further ground in childrenswear

Baby and toddler population to rise slightly in second half of forecast period

CATEGORY DATA

- Table 13 Sales of Childrenswear by Category: Volume 2019-2024
- Table 14 Sales of Childrenswear by Category: Value 2019-2024
- Table 15 Sales of Childrenswear by Category: % Volume Growth 2019-2024
- Table 16 Sales of Childrenswear by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Childrenswear: % Value 2020-2024
- Table 18 LBN Brand Shares of Childrenswear: % Value 2021-2024
- Table 19 Forecast Sales of Childrenswear by Category: Volume 2024-2029
- Table 20 Forecast Sales of Childrenswear by Category: Value 2024-2029
- Table 21 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029
- Table 22 Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

Apparel Accessories in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel accessories post strong recovery in volume sales

Fast fashion players enjoy leading positions

Retail e-commerce sales continue to expand

PROSPECTS AND OPPORTUNITIES

Healthy outlook for apparel accessories

Milder winters pose some challenges

E-commerce solutions likely to become more sophisticated

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2019-2024

Table 24 - Sales of Apparel Accessories by Category: Value 2019-2024

Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2019-2024

Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Apparel Accessories: % Value 2020-2024

Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2021-2024

Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2024-2029

Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2024-2029

Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2024-2029

Menswear in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear sees revival in consumer spending

Active lifestyles and casualwear underpin sales growth

Foreign e-commerce players entice shoppers with low prices

PROSPECTS AND OPPORTUNITIES

Rising disposable incomes to fuel menswear sales

Al technology to bring about innovations

Casual clothing trend to become more widespread in the workplace

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2019-2024

Table 34 - Sales of Menswear by Category: Value 2019-2024

Table 35 - Sales of Menswear by Category: % Volume Growth 2019-2024

Table 36 - Sales of Menswear by Category: % Value Growth 2019-2024

Table 37 - NBO Company Shares of Menswear: % Value 2020-2024

Table 38 - LBN Brand Shares of Menswear: % Value 2021-2024

Table 39 - NBO Company Shares of Men's Nightwear: % Value 2020-2024

Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2021-2024

Table 41 - NBO Company Shares of Men's Outerwear: % Value 2020-2024

Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2021-2024

Table 43 - NBO Company Shares of Men's Swimwear: % Value 2020-2024

Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2021-2024

Table 45 - NBO Company Shares of Men's Underwear: % Value 2020-2024

- Table 46 LBN Brand Shares of Men's Underwear: % Value 2021-2024
- Table 47 Forecast Sales of Menswear by Category: Volume 2024-2029
- Table 48 Forecast Sales of Menswear by Category: Value 2024-2029
- Table 49 Forecast Sales of Menswear by Category: % Volume Growth 2024-2029
- Table 50 Forecast Sales of Menswear by Category: % Value Growth 2024-2029

Womenswear in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic recovery supports higher growth in womenswear

Casualwear trend and exercise drives sales of tracksuits and leggings

Online shopping boosts womenswear sales

PROSPECTS AND OPPORTUNITIES

Stronger economy provides solid outlook for womenswear Circular fashion to gain momentum as incomes recover E-commerce is a vital channel to womenswear brands

CATEGORY DATA

- Table 51 Sales of Womenswear by Category: Volume 2019-2024
- Table 52 Sales of Womenswear by Category: Value 2019-2024
- Table 53 Sales of Womenswear by Category: % Volume Growth 2019-2024
- Table 54 Sales of Womenswear by Category: % Value Growth 2019-2024
- Table 55 NBO Company Shares of Womenswear: % Value 2020-2024
- Table 56 LBN Brand Shares of Womenswear: % Value 2021-2024
- Table 57 NBO Company Shares of Women's Nightwear: % Value 2020-2024
- Table 58 LBN Brand Shares of Women's Nightwear: % Value 2021-2024
- Table 59 NBO Company Shares of Women's Outerwear: % Value 2020-2024
- Table 60 LBN Brand Shares of Women's Outerwear: % Value 2021-2024
- Table 61 NBO Company Shares of Women's Swimwear: % Value 2020-2024
- Table 62 LBN Brand Shares of Women's Swimwear: % Value 2021-2024
- Table 63 NBO Company Shares of Women's Underwear: % Value 2020-2024
- Table 64 LBN Brand Shares of Women's Underwear: % Value 2021-2024
- Table 65 Forecast Sales of Womenswear by Category: Volume 2024-2029
- Table 66 Forecast Sales of Womenswear by Category: Value 2024-2029
- Table 67 Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
- Table 68 Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

Jeans in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers return to the jeans department as economy recovers Strong demand for premium and super-premium jeans Eco-labelling aligns with the growing sustainability trend

PROSPECTS AND OPPORTUNITIES

Stable economy will support solid growth in jeans category Sustainable credentials are increasingly important to Danes Private label will find it difficult to penetrate the category

CATEGORY DATA

- Table 69 Sales of Jeans by Category: Volume 2019-2024
- Table 70 Sales of Jeans by Category: Value 2019-2024
- Table 71 Sales of Jeans by Category: % Volume Growth 2019-2024
- Table 72 Sales of Jeans by Category: % Value Growth 2019-2024
- Table 73 Sales of Men's Jeans by Category: Volume 2019-2024
- Table 74 Sales of Men's Jeans by Category: Value 2019-2024
- Table 75 Sales of Men's Jeans by Category: % Volume Growth 2019-2024
- Table 76 Sales of Men's Jeans by Category: % Value Growth 2019-2024
- Table 77 Sales of Women's Jeans by Category: Volume 2019-2024
- Table 78 Sales of Women's Jeans by Category: Value 2019-2024
- Table 79 Sales of Women's Jeans by Category: % Volume Growth 2019-2024
- Table 80 Sales of Women's Jeans by Category: % Value Growth 2019-2024
- Table 81 NBO Company Shares of Jeans: % Value 2020-2024
- Table 82 LBN Brand Shares of Jeans: % Value 2021-2024
- Table 83 Forecast Sales of Jeans by Category: Volume 2024-2029
- Table 84 Forecast Sales of Jeans by Category: Value 2024-2029
- Table 85 Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
- Table 86 Forecast Sales of Jeans by Category: % Value Growth 2024-2029
- Table 87 Forecast Sales of Men's Jeans by Category: Volume 2024-2029
- Table 88 Forecast Sales of Men's Jeans by Category: Value 2024-2029
- Table 89 Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029
- Table 90 Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029
- Table 91 Forecast Sales of Women's Jeans by Category: Volume 2024-2029
- Table 92 Forecast Sales of Women's Jeans by Category: Value 2024-2029
- Table 93 Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029
- Table 94 Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

Hosiery in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hosiery receives a boost from improved economy

Private label holds strong position in hosiery

Sustainable hosiery is gaining popularity among Danes

PROSPECTS AND OPPORTUNITIES

Steady growth anticipated for hosiery

Sustainability will impact hosiery to lesser extent than apparel

Subscription services have growth potential

CATEGORY DATA

- Table 95 Sales of Hosiery by Category: Volume 2019-2024
- Table 96 Sales of Hosiery by Category: Value 2019-2024
- Table 97 Sales of Hosiery by Category: % Volume Growth 2019-2024
- Table 98 Sales of Hosiery by Category: % Value Growth 2019-2024
- Table 99 NBO Company Shares of Hosiery: % Value 2020-2024
- Table 100 LBN Brand Shares of Hosiery: % Value 2021-2024
- Table 101 Forecast Sales of Hosiery by Category: Volume 2024-2029
- Table 102 Forecast Sales of Hosiery by Category: Value 2024-2029
- Table 103 Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029
- Table 104 Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

Footwear in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Footwear sees a welcome recovery in volume sales

Sports-inspired trend impacts footwear

Ecco brand loses share following consumer boycott

PROSPECTS AND OPPORTUNITIES

Premium trend to gather pace as economy improves

Circular economy will evolve in footwear

E-commerce retailing is an imperative to support future prospects

CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2019-2024

Table 106 - Sales of Footwear by Category: Value 2019-2024

Table 107 - Sales of Footwear by Category: % Volume Growth 2019-2024

Table 108 - Sales of Footwear by Category: % Value Growth 2019-2024

Table 109 - NBO Company Shares of Footwear: % Value 2020-2024

Table 110 - LBN Brand Shares of Footwear: % Value 2021-2024

Table 111 - Distribution of Footwear by Format: % Value 2019-2024

Table 112 - Forecast Sales of Footwear by Category: Volume 2024-2029

Table 113 - Forecast Sales of Footwear by Category: Value 2024-2029

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2024-2029

Sportswear in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear volume sales rise as the economy improves

Sports-inspired apparel and footwear is still in high demand

E-commerce retail sales will continue to rise

PROSPECTS AND OPPORTUNITIES

Economy prosperity provides bright outlook

Players will need to focus on sustainability

Less formal work attire to fuel demand for sportswear

CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2019-2024

Table 117 - Sales of Sportswear by Category: % Value Growth 2019-2024

Table 118 - NBO Company Shares of Sportswear: % Value 2020-2024

Table 119 - LBN Brand Shares of Sportswear: % Value 2021-2024

Table 120 - Distribution of Sportswear by Format: % Value 2019-2024

Table 121 - Forecast Sales of Sportswear by Category: Value 2024-2029

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-denmark/report.