



Euromonitor
International

Retail E-Commerce in Denmark

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Zalando and Nemlig.Com Accelerate Growth through Fulfilment and Mobile Innovation

Clothing Leads as Ai and Personalisation Reshape Product Discovery

Chart 2 - Zalando introduces AI-powered inspiration feed to personalise fashion shopping

Automation and Delivery Partnerships Boost Speed and Convenience

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

International Players Intensifying Competition

AI-Driven Personalisation and Social Commerce Boost Engagement

Chart 5 - Smarter fulfilment and delivery partnerships reshape Danish e-commerce

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Zalando Builds Lead as Punkt1 Merger Reshapes Competition

Chart 8 - Analyst Insight for Retail E-Commerce

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Denmark - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Gains Ground as Consumers Prioritise Value

Meny Boosts Price Perception to Challenge Discount Leaders

Chart 18 - Meny continues “hverdagspris” to compete with discount chains

Elgiganten Redefines Stores as Experience-Led Destinations

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Chains Accelerate Consolidation to Drive Scale and Efficiency

Retailers Embrace Digital Transformation and Omnichannel Integration to Defend against Low-Cost Competitors

Chart 21 - Magasin du Nord's seamless retail transformation

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 24 - Analyst Insight for Retail

Netto and Rema 1000 Defend Leadership as Retail Consolidation Advances

Chart 25 - Bilka launches AI avocado scanner to cut food waste

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Summer clothing

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/retail-e-commerce-in-denmark/report.