



Euromonitor
International

Denmark: Consumer Profile

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Danish consumers are keener on vitamins when it comes to health management

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Unlike elsewhere, women are almost as likely as men to be household heads in Denmark

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Noah's Kitchen offers fully automated take-away experience targeted at busy urban singles

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With such a high urbanisation rate housing costs are important part of the budget

Baby Boomers comfortable with their finances; Gen X most concerned

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Baby Boomers plan to spend their wealth on daily living and holidays

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Key findings

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