



Euromonitor
International

Appliances and Electronics Specialists in Denmark

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic pressures take their toll on sales in 2024
- Elgiganten and Power increase their dominance
- Retailers exploring B2B opportunities

PROSPECTS AND OPPORTUNITIES

- E-commerce threatens to undermine the recovery of appliances and electronics specialists
- Elgiganten set to install EV charging stations across its store network
- Focus shifts to sustainable initiatives and the circular economy

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Retail in Denmark - Industry Overview

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- Retail in 2024: The big picture
- Grocery retailers seeing changes as they fight to remain competitive
- Retailers focus on domestic sport sponsorship deals to boost sales
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas
- Summer clothing

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- **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.

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