



Consumer Lifestyles in Denmark

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Denmark 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents feel concerned that the cost of everyday items is going up

Time for myself – most prioritised by older generations

Consumers in Denmark feel at ease expressing their identity among friends and family

Consumers prefer to explore innovative products and services

Gen Z expect they will be better off financially in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Hobbies – are a popular home activity among Baby Boomers

Younger consumers more likely to socialise with friends online

Outside space – most desired home feature by older generations

Proximity to public transport – most desired external feature by older generations

Respondents desire unwinding when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers take vitamins or supplements frequently

Gen Z consumers have the biggest doubts in their own cooking abilities

Consumers in Denmark prepare meals for themselves regularly

Gen Z do not typically eat meat or fish

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Danes prioritise having responsibility and challenging work

Employees want to have a job that enables an equilibrium between work and personal life

Younger generations want to be a part of a prosperous company

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents engage in walking or hiking

Yoga remains a popular stress-reduction activity among older generations

Consumers in Denmark think 100% organic is the most influential product feature

Gen Z use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers like to find bargains

Gen Z do not mind buying inexpensive items that will not last for long

Baby Boomers look for personalised shopping experiences

Older generations say they try to repair items instead of purchasing new ones

Consumers often sell used or second-hand items

Older generations often spread the word about products by sharing

Consumers primarily trust friends and family recommendations

Consumers in Denmark expect to spend more on groceries

Younger generations say that their liabilities exceed assets

Shopping and spending survey highlights

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