

# Footwear in Denmark

November 2024

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# Footwear in Denmark - Category analysis

# **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

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Premium trend to gather pace as economy improves Circular economy will evolve in footwear E-commerce retailing is an imperative to support future prospects

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