



Consumer Values and Behaviour in Denmark

June 2025

Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN DENMARK

Scope

HIGHLIGHTS

Consumer values and behaviour in Denmark

PERSONAL TRAITS AND VALUES

Danes feel at ease expressing their identity among friends and family

Millennials prioritise spending money to optimize their use of time

Consumers enjoy experimenting with novel goods and amenities

Younger generations desire customised products and services

Danes say it is likely that they will experience greater happiness in the future

Younger generations say it is likely that they will be better off financially in future

HOME LIFE

When at home, consumers exercise

Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to cook or bake meals for themselves

Consumers prefer to engage in activities other than preparing meals

Millennials say that ordering food for delivery is more convenient

Danes look for healthy ingredients in food and beverages

WORKING LIFE

Younger generations expect to find employment that provides time for work life balance

Danes primarily desire to earn a high salary

Consumers say they have a strict boundary between work and personal life

LEISURE

Consumers in Denmark prefer interacting with their friends virtually

Younger generations prefer interacting with their friends virtually

Consumers in Denmark primarily seek finding peace and releasing tension when travelling

Older generations expect getting the best return on money spent on options when on vacation

HEALTH AND WELLNESS

Consumers walk or hike for exercise

Older generations cycle or ride a bike more frequently

Consumers in Denmark are interested in massages

SUSTAINABLE LIVING

Danes are feeling uneasy about the effects of climate change

Consumers actively engaged in adopting more sustainable behaviors

Danes motivated to opt for repairing damaged objects instead of purchasing new ones

Consumers in Denmark boycott brands/companies not aligned with their beliefs

SHOPPING

Danes have a fondness for great bargains

Baby Boomers like to buy less items, yet of elevated quality

Danes are open to purchasing used or pre-owned goods

Older generations try to lead minimalist lifestyles, only spending money on essentials

Consumers subscribe to online streaming services

SPENDING

Danes expect to increase spending on groceries
Gen Z set to increase spending on health and wellness the most
Consumers are satisfied with their current financial standing
Millennials owe more money than they have saved up
Younger generations planning to prioritise saving money in future

TECHNOLOGY

Consumers actively manage data sharing and privacy settings
Younger generations prefer to engage in online communication
Consumers go to social networking websites to update profiles
Older generations regularly go to social networking websites to update online profiles
Gen Z most frequent in online purchasing
Consumers show support for companies by following their social media updates
Gen Z most active in online interactions with brands or companies

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/consumer-values-and-behaviour-in-denmark/report.