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International

# Retail E-Commerce in Denmark

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- E-commerce thriving backed by the entry of low-cost Chinese players
- Wolt finding success with its subscription service
- Grocery retailers adapt their online offerings in order to remain profitable

PROSPECTS AND OPPORTUNITIES

- E-commerce still full of potential
- Quick commerce expanding despite the failure of Foodora
- AI set to play an increasingly important role in the future of e-commerce

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Retail in Denmark - Industry Overview

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- What next for retail?

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