



Euromonitor  
International

# General Merchandise Stores in Denmark

April 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores see steady growth in 2024 but challenges remain  
Søstrene Grene and Flying Tiger Copenhagen continued to drive sales through variety stores  
Magasin du Nord benefits from its geographical reach

PROSPECTS AND OPPORTUNITIES

Magasin du Nord looking to enhance the in-store experience  
Sustainability concerns likely to influence company strategies  
Department stores could still have a role to play despite the evolving retail landscape

CHANNEL DATA

- Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 - Sales in General Merchandise Stores by Channel: Value 2019-2024
- Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
- Table 5 - General Merchandise Stores GBO Company Shares: % Value 2020-2024
- Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024
- Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
- Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

Retail in Denmark - Industry Overview

EXECUTIVE SUMMARY

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  
Summary 1 - Standard Opening Hours by Channel Type 2024  
Seasonality  
Christmas  
Summer clothing

MARKET DATA

- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 32 - Retail GBO Company Shares: % Value 2020-2024
Table 33 - Retail GBN Brand Shares: % Value 2021-2024
Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024
Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024
Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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