



Euromonitor  
International

# Denmark: Consumer Profile

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Key drivers affecting consumers in Denmark in 2023

How developments today shape consumers of tomorrow

## POPULATION AND SOCIETY

Today 2023: Over one third of Danish population lives in the capital

Net migration key population growth driver

Danish consumers are keener on vitamins when it comes to health management

Tomorrow 2040: Tech-savvy Gen Z overtakes Baby Boomers as the largest generation

Brand values and personal values will play a crucial role as Gen Z takes centre stage

Urbanisation drives service concentration in cities

Opportunities for growth

## POPULATION AND SOCIETY

Case study: The Inklusiv app addresses diverse in-store consumer needs

## HOUSEHOLDS AND HOMES

Today 2023: Share of single person households among the highest globally

Danish families continue to get smaller

Living in cities places outside space as high priority for homes in Denmark

Tomorrow 2040: Household income will grow, and wealth will accumulate in the capital

Unlike elsewhere, women are almost as likely as men to be household heads in Denmark

Digitalisation in Denmark among highest in the world; most families with children connected

Opportunities for growth

Noah's Kitchen offers fully automated take-away experience targeted at busy urban singles

## INCOME AND EXPENDITURE

Today 2023: Disposable income continues to rise

With such a high urbanisation rate housing costs are important part of the budget

Baby Boomers comfortable with their finances; Gen X most concerned

Tomorrow 2040: Highest income segment after 45+

Baby Boomers plan to spend their wealth on daily living and holidays

Copenhagen to lead consumer expenditure by a wide margin

Opportunities for growth

Key findings consumer survey

Case study: Baby Boomers embrace Dagfor's Meny chain's "Danish Food Treasures" campaign

## LIFESTYLES

Baby Boomers much more willing to pay for local products, Gen Z focused on price

Danes favour second-hand purchases and repairing items well above global average

Gen Z is far less likely to engage in green activities, apart from buying purpose-driven brands

Danes have greater financial comfort and emergency savings compared to global levels

Work-life balance over salary - most important for Gen X

Opportunities for growth

Case study: Too Good To Go starting to offer surplus food straight from manufacturers

## CONCLUSION

Key findings

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