

Analyzing Food Retail in Denmark 2016

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Abstracts

Having a value of over USD 20 billion in 2014, the Danish food retail industry has been emerging from a period of stagnation. A betterment in the Danish economy has led to a renewed confidence across all the industries in the country and even though the food retail market had been struggling for the last couple of years, it emerged from stagnation in 2014.

With the rise in more health conscious consumers, there has been a significant growth in the market for organic goods. Organic food retail in the country has been growing despite the stagnation across segments. Sales through supermarkets or hypermarkets accounted for the largest segment in 2014 as people searched for the cheapest option to purchase goods from.

It is expected that the Danish food retail industry will grow at a modest rate to cross USD 23 billion at the end of 2019. Though no strong growth is predicted in the future, the market will nevertheless continue to post a good rate of growth till 2019.

Aruvian Research analyzes the Danish food retail industry in its research report Analyzing Food Retail in Denmark. The report provides complete insight into the food retail market in the country and also provides a complete analysis of the global food retail industry.

The Danish food retail industry is analyzed through industry statistics, industry growth by value terms, geographical segmentation within Europe, food distribution channels in the country and an industry forecast till 2019. The report also analyzes the industry through a Porter's Five Forces Framework that looks at the industry through the bargaining power of buyers and suppliers, competition in the industry, threat of new entrants and the threat of industry substitution.

Major players active in the Danish food retail market analyzed in this report include Coop Denmark, Reitangruppen AS, Dansk Supermarked and Lidl Dienstleistung GmbH & Company.

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