

Consumer Appliances in Denmark

<https://marketpublishers.com/r/CC6F2815B4BEN.html>

Date: December 2023

Pages: 121

Price: US\$ 2,650.00 (Single User License)

ID: CC6F2815B4BEN

Abstracts

Danish economic conditions have softened in 2023 with the rate of inflation easing and retail prices moderating in most categories. Excess levels of stock have encouraged retailers to pursue price cutting strategies in a bid to stimulate demand, which has provided some respite in volume sales for manufacturers of consumer appliances. Although households still remain cautious and selective in their purchasing choices, purchasing power has improved slightly. Nevertheless, rising interest rates hav...

Euromonitor International's Consumer Appliances in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Consumer Appliances in Denmark
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

CONSUMER APPLIANCES IN DENMARK
EXECUTIVE SUMMARY
Consumer appliances in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 Sales of Small Appliances by Category: Volume 2018-2023

Table 12 Sales of Small Appliances by Category: Value 2018-2023

Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer demand for refrigeration appliances remains weak

Retail price growth is moderating in 2023

Manufacturers help consumers manage food waste

PROSPECTS AND OPPORTUNITIES

Gloomy sales outlook for refrigeration appliances

Design considerations are a key factor in the purchasing decision

Manufacturers to place stronger focus on energy efficiency

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023
Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023
Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
Table 37 Sales of Freezers by Format: % Volume 2018-2023
Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023
Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023
Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
Table 42 Sales of Fridges by Volume Capacity: % Volume 2018-2023
Table 43 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
Table 44 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
Table 45 NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
Table 46 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
Table 47 NBO Company Shares of Built-in Fridges: % Volume 2019-2023
Table 48 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
Table 49 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
Table 50 Production of Refrigeration Appliances: Total Volume 2018-2023
Table 51 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
Table 52 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
Table 53 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
Table 54 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining sales trend persists as demand weakens

Retail price inflation is slowing

Smart home developments focus on efficiency and convenience

PROSPECTS AND OPPORTUNITIES

Uncertain economic outlook and high interest rates limit demand

Innovation will shape growth in upcoming period

Sustainability puts stronger emphasis on maintaining the quality of clothing

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth
2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume
2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume
2018-2023

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume
2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth
2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth
2023-2028

DISHWASHERS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures and normalisation of sales patterns post-pandemic leads to sales decline

Retail price increases slowdown in 2023

Consumers look to reduce energy usage

PROSPECTS AND OPPORTUNITIES

Uncertain period ahead for dishwashers

Innovation will focus on product and service developments

Single and two-person households drive need for smaller dishwashers

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2018-2023

Table 72 Sales of Dishwashers by Category: Value 2018-2023

Table 73 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 75 Sales of Dishwashers by Format: % Volume 2018-2023

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 80 Production of Dishwashers: Total Volume 2018-2023

Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

LARGE COOKING APPLIANCES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales remain in decline

Steam features improve oven functionality and health benefits

Manufacturers shift focus to connectivity and appliance and service bundles

PROSPECTS AND OPPORTUNITIES

Financial concerns to hamper sales

Sustainability issues will shape purchasing decisions

Consumers seek compact and high performance appliances that blend with home interiors

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 90 Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 94 NBO Company Shares of Ovens: % Volume 2019-2023

Table 95 NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 98 NBO Company Shares of Cookers: % Volume 2019-2023

Table 99 NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 101 Production of Large Cooking Appliances: Total Volume 2018-2023

Table 102 Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 103 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 105 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in demand for microwaves

Prices begin to fall due to excess inventory

Growing demand for design customisation

PROSPECTS AND OPPORTUNITIES

Microwaves to contract in volume and value terms

Brands to add multifunctionality to motivate purchase

Incremental improvements in efficacy

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2018-2023

Table 107 Sales of Microwaves by Category: Value 2018-2023

Table 108 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 109 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 111 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 112 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 113 Distribution of Microwaves by Format: % Volume 2018-2023

Table 114 Production of Microwaves: Total Volume 2018-2023

Table 115 Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 116 Forecast Sales of Microwaves by Category: Value 2023-2028

Table 117 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 118 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures and post-pandemic normalisation creates double-digit volume decline

Bosch benefits from brand loyalty to remain clear of the field

Convenience supports the development of innovation

PROSPECTS AND OPPORTUNITIES

Cost of living pressures to weaken volume and value sales

Smart technology creates potential new revenue streams

Premiumisation trend is evident among affluent groups

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 128 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 129 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small cooking appliances face further volume sales decline

Space and multifunctionality are key factors in purchasing decision

Light fryers are a key growth area

PROSPECTS AND OPPORTUNITIES

Gloomy economic outlook for much of forecast period

Focus on sustainability to gain traction

Added value through multifunctional, premium and health-orientated products

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 134 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 139 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 140 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 141 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vacuum cleaner retail volume sales remain under pressure

Stick and robotic vacuum cleaners deliver on efficacy

AI technological developments shapes innovation

PROSPECTS AND OPPORTUNITIES

Gradual recovery as economic conditions improve

Sustainability and respiratory health shape innovation

Innovations around multifunctionality will attract consumers

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 151 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 152 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth
2023-2028

Table 153 Forecast Sales of Vacuum Cleaners by Category: % Value Growth
2023-2028

PERSONAL CARE APPLIANCES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cost of living crisis dampens demand

Price increases slow in 2023

Philips Danmark leverages strong innovation to maintain a competitive edge

PROSPECTS AND OPPORTUNITIES

Marginal decline will give way to slight growth by end of forecast period

Smart technology to be integrated into devices

Consumers to look for versatility without compromising on quality

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 155 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth
2018-2023

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 158 Sales of Body Shavers by Format: % Volume 2018-2023

Table 159 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 160 NBO Company Shares of Personal Care Appliances 2019-2023

Table 161 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 163 Forecast Sales of Personal Care Appliances by Category: Volume
2023-2028

Table 164 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 165 Forecast Sales of Personal Care Appliances by Category: % Volume Growth
2023-2028

Table 166 Forecast Sales of Personal Care Appliances by Category: % Value Growth
2023-2028

AIR TREATMENT PRODUCTS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal decline in volume sales is a marked improvement

Health and wellbeing is underlying category growth driver

Smaller household sizes boost sales

PROSPECTS AND OPPORTUNITIES

Projected growth despite economic challenges

Design to be a more integral factor in purchasing decisions

Respiratory health concerns to drive further sales

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 168 Sales of Air Treatment Products by Category: Value 2018-2023

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 174 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 175 Production of Air Conditioners: Total Volume 2018-2023

Table 176 Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 177 Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 178 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 179 Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Appliances in Denmark

Product link: <https://marketpublishers.com/r/CC6F2815B4BEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC6F2815B4BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970