

# Consumer Values and Behaviour in Denmark

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## Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Denmark report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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 Values 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

### Scope

Consumer values and behaviour in Denmark

Danish consumers feel comfortable expressing their identity with friends and family

Older generations feel most comfortable expressing identity with friends and family

Danes prefer creating memories rather than acquiring things

Danish millennials extensively research the products and services they consume

Overall, consumers in Denmark anticipate that they will be happier in the future

Most Danes expect to be better off financially in the future

Danes enjoy exercising during their time at home

A safe location tops the priority list of home features for Danish consumers

Danes prefer to prepare their own meals

Danish consumers would rather use their time spent cooking on other things

Danish millennials don't trust their culinary abilities as much as other generations

Danish consumers look for healthy ingredients in food and beverages, particularly millennials

Work life balance is the top career priority for Danes

Danes primarily seek job security

Danes actively maintain a clear separation between their professional and personal lives

Danes connect with friends through digital means more regularly than in person

Younger generations love socialising, both in person and online

Danish consumers list relaxation as their top travel consideration

Gen X seeks relaxation most when planning a vacation

Consumers in Denmark prefer less strenuous exercise like walking or hiking

Baby boomers have a higher proclivity for cycling than other generations

Consumers prefer massages to reduce levels of stress

Consumers in Denmark are worried about climate change

Baby boomers taking on the fight to ensure a more sustainable lifestyle

Consumers in Denmark prefer repair over replacement, more than the global average

Strong tendency shown by baby boomers to boycott brands not aligned with their values

Danish consumers enjoy a good deal

Baby boomers prefer quality over quantity

Danish consumers are more willing to buy second-hand compared to global average

Baby boomers most willing generation to purchase second hand or previously owned goods

Danish consumers are drawn to digital platforms for streaming content

Consumers in Denmark more likely to increase spending on travel/holidays

Millennial Danes expect to see themselves spending more on travel

Danish consumers are more satisfied with their financial standing than the rest of the world

Baby boomers are the most financially secure generation in Denmark

In Denmark, Gen Z is the generation with the highest proportion intending to save more

Danish consumers feel that targeted advertising is intrusive

Gen Z is less concerned about targeted advertising than older generations

Social media is the main utility of internet access for Danes

Millennials have the highest proclivity for connected appliances in Denmark

Millennials are the most adept at engaging with activities online in Denmark

Consumers in Denmark are less inclined to interact with businesses on social media

Danish millennials at forefront with engagements with companies and brands

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