

# Intermediaries in Denmark

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## Abstracts

Intermediaries recorded current value sales growth of 5% in 2017. Booking through intermediaries is perceived as convenient by Danes, as it allows for easy price comparisons. Throughout the review period, the value share of online transactions within intermediaries increased, while that of offline transactions declined. This trend was reflective of the major influence that travel has had on the wider development of internet retailing in Denmark. Online intermediaries sales grew by 8% in current...

Euromonitor International's Intermediaries in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Intermediaries Air Sales Only, Intermediaries Car Rental Sales Only, Intermediaries Corporate Business Sales, Intermediaries Cruise Sales, Intermediaries Leisure Sales, Intermediaries Lodging Sales Only, Intermediaries Offline Sales, Intermediaries Online Sales, Intermediaries Other Sales, Intermediaries Other Transport Sales Only, Intermediaries Package Holidays Sales, Intermediaries Travel Insurance Sales Only.

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

## Why buy this report?

Get a detailed picture of the Intermediaries 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.

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Executive Summary

Danish Travel Market Benefits From Favourable Economic Conditions

Internet Transactions Continue To Grow Strongly in Current Value Terms

Low Cost Airlines and Online Travel Fare Aggregators Fuel Competition

Wonderful Copenhagen Launches New 'localhood' Strategy

Danes Embrace M-commerce for Travel Purchases

SWOT

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