

# Irons in Denmark

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## Abstracts

Irons grew 3% in current value terms in 2016. This growth was attributable to the current climate of low interest and inflation rates. According to trade sources, there is no incentive for consumers to save money in this climate. This encourages consumers to trade up and purchase more premium-priced appliances generally and, in this instance, irons. The volume sale of higher priced iron formats such as steam generators/ ironing systems therefore increased in 2016.

Euromonitor International's Irons 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 2011-2015, 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 2020 illustrate how the market is set to change.

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

## Why buy this report

Get a detailed picture of the Irons 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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