

# Megatrends in Denmark

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## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends, and insights as to how each trend has manifested in Denmark.

Euromonitor's Megatrends 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 Megatrends 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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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Circle K uses number plate recognition to enable contactless fuel payments

Danes are world leaders in health tech

Danes are more comfortable than their global counterparts with sharing personal data

Millennials are keen to share data in exchange for offers

Family and friends are the most trusted source of information

Consumers expect to move more of their activities online post-pandemic

Experience more

Lego partners with Epic Games to create child-friendly metaverse

Millennials are the most appreciative of all types of experience

Danes are fond of socialising both online and offline

Holidaymakers prioritise relaxation and a safe environment

Millennials will see the most pronounced shift to online activities

Middle class reset

Pre-owned children's goods concept Børneloppen continues nationwide expansion

Baby boomers are the biggest bargain-hunters

Repurposing continues to gain traction

Millennials are most willing to increase their purchasing of used items

Premiumisation

Vuffeli's tailored dog care subscription service continues to innovate

Danes look for time-saving products

Millennials are most likely to research products in depth before buying

Organic claims take priority

Shifting market frontiers

Danish fuel partnership aims to make all domestic flights 100% fossil fuel-free by 2030

Danes take a strong interest in other cultures

Baby boomers are the most keen to support local business

Shopping reinvented

Coop Denmark increases convenience by providing unmanned out-of-hours store access

Shoppers are increasing their engagement with social media

Millennials are most likely to follow brands on social networks

Sustainable living

Carlsberg to trial eco-friendly fibre beer bottle across Europe

Danes are eager to play a part in protecting the environment

Wellness

Naturli's new Do Not! Call Me M\_lk mimics the taste and nutritional content of cow's milk

Health supplements are widely used by Danes

Massage is the most common way to reduce stress

Danes take fewer safety precautions than their global counterparts

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