

# Mixed Retailers in Denmark

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## Abstracts

Despite recording a weak performance over the review period, mixed retailers registered 6% growth in current value terms in 2016. The positive change was linked to the stronger performance in department stores, with the leading chain Magasin du Nord driving sales. Convenience associated with such retailers due to a prime location in city centres, availability of different product selections that appeal to different consumer groups and a pleasant in-store atmosphere, which is appreciated for inte...

Euromonitor International's Mixed Retailers in Denmark report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Department Stores , Mass Merchandisers, Variety Stores, Warehouse Clubs.

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

## Why buy this report?

Get a detailed picture of the Mixed Retailers 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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Zebra A/S in Retailing (denmark)

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Executive Summary

Falling Consumer Prices Help the Retailing Market To Grow in 2016

Rise of the Internet and M-commerce

Marginal Growth for Both Grocery Retailers and Non-grocery Specialists

Stable Competitive Landscape Led by Coop and Dansk Supermarked

Positive Economic Indicators Are Set To Boost Retailing Over the Forecast Period

## Key Trends and Developments

Rising Consumer Confidence Boosts Sales of Non-groceries

Shopping Behaviour Becomes Increasingly Polarised

Growth in Internet Retailing Has A Detrimental Impact on Store-based Sales

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