

Small Kitchen Appliances (Non-Cooking) in Denmark

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Abstracts

A do-it-yourself (DIY) attitude to food and beverage preparation drove retail volume growth in 2015. According to the results of a survey commissioned by Philips in 2015, 34% of Danish respondents stated they chose non-processed foods and beverages above processed alternatives when grocery shopping. This indicates a strong willingness among the Danish population to prepare food and beverages themselves and is supporting demand for appliances that help them achieve this goal.

Euromonitor International's Small Kitchen Appliances (Non-Cooking) 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.

Product coverage: Coffee Mills, Kettles, Other Small Kitchen Appliances (Non-Cooking).

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

Why buy this report?

Get a detailed picture of the Small Kitchen Appliances (Non-Cooking) 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Small Kitchen Appliances (Non-cooking) by Category: Volume 2010-2015

Table 2 Sales of Small Kitchen Appliances (Non-cooking) by Category: Value 2010-2015

Table 3 Sales of Small Kitchen Appliances (Non-cooking) by Category: % Volume Growth 2010-2015

Table 4 Sales of Small Kitchen Appliances (Non-cooking) by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Small Kitchen Appliances (Non-cooking): % Volume 2011-2015

Table 6 LBN Brand Shares of Small Kitchen Appliances (Non-cooking): % Volume 2012-2015

Table 7 Forecast Sales of Small Kitchen Appliances (Non-cooking) by Category: Volume 2015-2020

Table 8 Forecast Sales of Small Kitchen Appliances (Non-cooking) by Category: Value 2015-2020

Table 9 Forecast Sales of Small Kitchen Appliances (Non-cooking) by Category: % Volume Growth 2015-2020

Table 10 Forecast Sales of Small Kitchen Appliances (Non-cooking) by Category: % Value Growth 2015-2020

Adexi A/S in Consumer Appliances (denmark)

Strategic Direction

Key Facts

Summary 1 Adexi A/S: Key Facts

Summary 2 Adexi A/S: Operational Indicators

Production

Competitive Positioning

Summary 3 Adexi A/S: Competitive Position 2015

Elgiganten A/S in Consumer Appliances (denmark)

Strategic Direction

Key Facts

Summary 4 Elgiganten A/S: Key Facts

Summary 5 Elgiganten A/S: Operational Indicators
Company Background

Chart 1 Elgiganten A/S: Elgiganten in Copenhagen
Internet Strategy

Private Label

Summary 6 Elgiganten A/S: Private Label Portfolio
Competitive Positioning

Summary 7 Elgiganten A/S: Competitive Position 2014
Executive Summary

Volume Growth in 2015

Economic Concerns Ease

Multinational Dominate

Price Focused Retailing Landscape

Positive Outlook

Key Trends and Developments

Incorrect Energy Labelling

Growing Price Focus in the Retailing Landscape

Danes Want More Time To Relax

An Improving Economic Landscape

Market Indicators

Table 11 Household Penetration of Selected Total Stock Consumer Appliances by
Category 2010-2015

Table 12 Replacement Cycles of Consumer Appliances by Category 2010-2015

Market Data

Table 13 Sales of Consumer Appliances by Category: Volume 2010-2015

Table 14 Sales of Consumer Appliances by Category: Value 2010-2015

Table 15 Sales of Consumer Appliances by Category: % Volume Growth 2010-2015

Table 16 Sales of Consumer Appliances by Category: % Value Growth 2010-2015

Table 17 Sales of Major Appliances by Category and Built-in/Freestanding Split:
Volume 2010-2015

Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value
2010-2015

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: %
Volume Growth 2010-2015

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: %
Value Growth 2010-2015

Table 21 Sales of Small Appliances by Category: Volume 2010-2015

Table 22 Sales of Small Appliances by Category: Value 2010-2015

Table 23 Sales of Small Appliances by Category: % Volume Growth 2010-2015

Table 24 Sales of Small Appliances by Category: % Value Growth 2010-2015

Table 25 NBO Company Shares of Major Appliances: % Volume 2011-2015

Table 26 LBN Brand Shares of Major Appliances: % Volume 2012-2015

Table 27 NBO Company Shares of Small Appliances: % Volume 2011-2015

Table 28 LBN Brand Shares of Small Appliances: % Volume 2012-2015

Table 29 Distribution of Major Appliances by Format: % Volume 2010-2015

Table 30 Distribution of Small Appliances by Format: % Volume 2010-2015

Table 31 Forecast Sales of Consumer Appliances by Category: Volume 2015-2020

Table 32 Forecast Sales of Consumer Appliances by Category: Value 2015-2020

Table 33 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2015-2020

Table 34 Forecast Sales of Consumer Appliances by Category: % Value Growth 2015-2020

Table 35 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2015-2020

Table 36 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2015-2020

Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2015-2020

Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2015-2020

Table 39 Forecast Sales of Small Appliances by Category: Volume 2015-2020

Table 40 Forecast Sales of Small Appliances by Category: Value 2015-2020

Table 41 Forecast Sales of Small Appliances by Category: % Volume Growth 2015-2020

Table 42 Forecast Sales of Small Appliances by Category: % Value Growth 2015-2020

Sources

Summary 8 Research Sources

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