



Euromonitor
International

Apparel Accessories in Denmark

February 2026

Table of Contents

[Apparel Accessories in Denmark - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability and positive economy drive modest value growth in apparel accessories

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Continued growth, with scarves continuing to lead value sales

With rising demand for eco-friendly products, players focus on sustainability

Chart 2 - Bestseller Focuses More Strongly on Sustainability in 2025

Resale and rental follows the sustainability trend but hampers growth in the primary market

WHAT'S NEXT?

Growth anticipated to continue for apparel accessories, with sustainability prominent

Scarves will remain the largest category, but belts set to see higher growth

Retail e-commerce set to drive growth, and market polarisation expected to continue

COMPETITIVE LANDSCAPE

Bestseller and H&M maintain lead through sustainable initiatives

Market polarisation impacts the competitive landscape, with the entry of Lindex

Chart 3 - Swedish Fast Fashion Chain Lindex Opens its First Store in Denmark

Opportunities for growth through a focus on sustainable fashion and e-commerce

CHANNELS

Offline retail maintains dominance in apparel accessories but sees challenges

Retail e-commerce sees growth in apparel accessories as it offers convenience

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Denmark - Industry Overview](#)

EXECUTIVE SUMMARY

Sustainable innovation and strategic investment drive steady growth in apparel and footwear

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Continued slow and stable value growth as economic indicators are positive

Sustainability and inclusivity trend shapes consumer behaviour

Chart 5 - Aiayu is a Leading Danish Brand Focused on Sustainability and Ethical Production

Resale and rental services gain traction in apparel and footwear

Chart 6 - Spejder Sport Has a Circular Retail Store, Spejder Sport Return

WHAT'S NEXT?

Strong economy to fuel premiumisation, although some consumers will remain cautious

Chart 7 - Analyst Insight

Demand for sustainability expected to impact apparel and footwear

Retail e-commerce set to outpace offline retail as the digital competition intensifies

COMPETITIVE LANDSCAPE

Bestseller and H&M maintain their lead through sustainability and e-commerce

The squeezed middle: Danish mid-market retailers falter amidst economic divide

Chart 8 - Movv is a New Premium Danish Brand of Running Shoes, Enhancing Polarisation

Opportunities for growth remain for new and existing companies

CHANNELS

Demand for experiences sustains offline retail dominance, but challenge from e-commerce

Retail e-commerce gains traction as consumers value its convenience and pricing

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Denmark 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Denmark 2025

Chart 12 - Consumer Landscape in Denmark 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-accessories-in-denmark/report.