



Euromonitor
International

Sportswear in Denmark

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sportswear sees growth, driven by health and wellness trend and sustainability

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong demand for sportswear, driven by positive economy and health and wellness trend

Sustainability and inclusivity trend shapes sportswear dynamics

Chart 2 - Hummel's Company Karma Strategy Embraces Sustainability and Inclusivity

Product development and retail of sportswear enhanced by integration of technology

Chart 3 - New Brand Movv Focuses On Data-Driven Shoe Design

WHAT'S NEXT?

Economic growth and health trend to boost sales of sportswear

Demand for sustainable products, including second-hand options, expected to increase

Technological integration will transform sportswear experiences

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

adidas and Nike lead sportswear with strong brand loyalty and wide distribution

Market polarisation accelerated by new entrants

Chart 5 - Lindex Opens its First Store in Denmark, Accelerating Market Polarisation

Growth opportunities for companies by focusing on specific areas

CHANNELS

Physical retail maintains dominance despite store closures and online competition

Retail e-commerce gains traction as consumers value the convenience of shopping online

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 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Continued slow and stable value growth as economic indicators are positive

Sustainability and inclusivity trend shapes consumer behaviour

Chart 7 - Aiayu is a Leading Danish Brand Focused on Sustainability and Ethical Production

Resale and rental services gain traction in apparel and footwear

Chart 8 - Spejder Sport Has a Circular Retail Store, Spejder Sport Retur

WHAT'S NEXT?

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

Chart 9 - 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 10 - 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 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Denmark 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Denmark 2025

Chart 14 - 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/sportswear-in-denmark/report.