



**Euromonitor
International**

Supermarkets in Denmark

June 2026

Table of Contents

Supermarkets in Denmark - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Meny Introduces Everyday Price Strategy to Retain Value-Focused Shoppers

Chart 2 - Meny introduces Hverdagspris to compete with discount chains in a price-sensitive environment

Dagrofa Expands Omhu Private Label to Strengthen Affordability and Loyalty

Chart 3 - Dagrofa expands its Omhu private label range to meet growing demand for affordable quality

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Dagrofa Drives Private Label Expansion as Value-Conscious Shoppers Shift Preferences

Meny Boosts In-Store Experience to Secure Loyalty Amid Discounter Rivalry

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Superbrugsen Leverages Pricing Strategy to Defend Leadership

Chart 6 - Analyst Insight for Supermarkets

Coop Empowers Local Stores to Drive Food Waste Innovation

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Supermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Supermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Denmark - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Gains Ground as Consumers Prioritise Value

Meny Boosts Price Perception to Challenge Discount Leaders

Chart 16 - Meny continues "hverdagspris" to compete with discount chains

Elgiganten Redefines Stores as Experience-Led Destinations

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Chains Accelerate Consolidation to Drive Scale and Efficiency

Retailers Embrace Digital Transformation and Omnichannel Integration to Defend against Low-Cost Competitors

Chart 19 - Magasin du Nord's seamless retail transformation

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Analyst Insight for Retail

Netto and Rema 1000 Defend Leadership as Retail Consolidation Advances

Chart 23 - Bilka launches AI avocado scanner to cut food waste

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Summer clothing

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/supermarkets-in-denmark/report.