



Health and Beauty Specialists in Denmark

June 2026

Table of Contents

Health and Beauty Specialists in Denmark - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Matas Leverages Digital Trends to Boost In-Store Engagement

Chart 2 - Matas uses TikTok and YouTube to boost beauty sales

Pharmacies Drives Value While Health and Personal Care Stores Sees Fastest Growth

Louis Nielsen Enhances Trust with Store Modernisation and Preventive Care Focus

Chart 3 - Louis Nielsen upgrades stores and technology to elevate eye health

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Matas Shifts to Efficiency as Price Competition Intensifies

Normal Drives Rapid Gains as Health and Personal Care Stores Outpaces the Market

Digital Investment and Economic Stability Support Long-Term Resilience

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Normal Makes Share Gains as Matas Maintains Digital Edge

Chart 8 - Analyst Insight for Health and Beauty Specialists

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Health and Beauty Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Health and Beauty Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Denmark - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Gains Ground as Consumers Prioritise Value

Meny Boosts Price Perception to Challenge Discount Leaders

Chart 18 - Meny continues “hverdagspris” to compete with discount chains

Eliganten Redefines Stores as Experience-Led Destinations

Chart 19 - Value Sales 2020-2030

Chart 20 - 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 21 - Magasin du Nord's seamless retail transformation

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 24 - Analyst Insight for Retail

Netto and Rema 1000 Defend Leadership as Retail Consolidation Advances

Chart 25 - Bilka launches AI avocado scanner to cut food waste

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Summer clothing

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - 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/health-and-beauty-specialists-in-denmark/report.