

Denmark

Population - 5.8 million
Capital - Copenhagen
Currency - Danish Kroner
Main language - Danish



22.8 bn
Euros

The total eCommerce revenue amounted to 22.8 billion Euros in Denmark 2021

7.83%

In 2021 Denmark's e-commerce market held a 7.83% share of total GDP

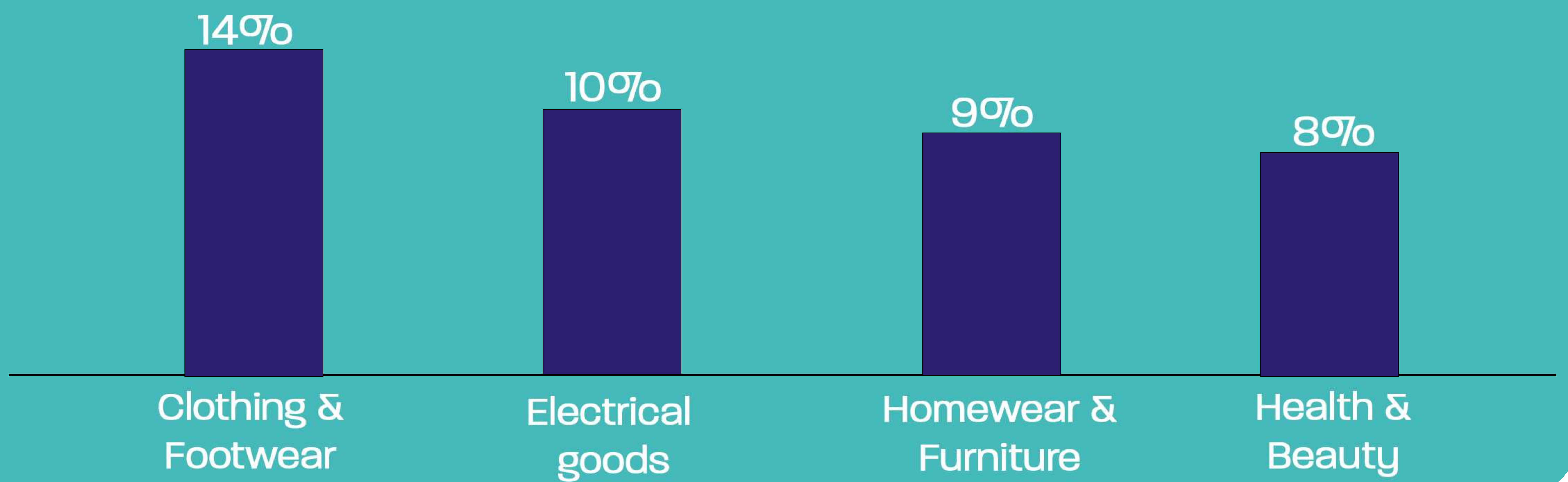
4.2%

Danish eCommerce revenues are expected to have a positive annual average growth of 4.2% by 2025

6,417.6m
USD

The Danish eCommerce market is expected to reach a market volume of 6,417m USD by 2025

Sectors Danish consumers are most interested in...



The most successful online shops are...

- * Elgiganten.dk
- * Zalando.dk
- * Apple.com

Other retailers include: Boozt.com, HM.com & Bilka.com

Delivery methods offered by leading online retailers...

- * Home delivery (signed/not signed)
- * Collection point
- * Delivered to mailbox

Other delivery methods include: parcel machine & pick up from store

91%

91% of internet users purchased goods or services online in Denmark 2021

132.9bn
DKK

The eCommerce sales from local online retailers in Denmark was valued at 132.9bn DKK in 2021

8.9bn
DKK

The value of clothing, footwear & jewellery purchased online in 2020 was 8.9bn Dkk in Denmark