



Jeans in Denmark

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic resilience and sustainability drive value growth in jeans

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation impacts sales across different price platforms in jeans

Organsk, and H&M's pre-loved concept meet the consumer desire for sustainability

Chart 2 - Organsk Works With Sustainable Materials and Processes

WHAT'S NEXT?

Sustainability will be a factor impacting growth in jeans

Economy jeans to remain the largest category and see continued dynamism

Competitive digital landscape to drive sustained e-commerce growth in jeans

COMPETITIVE LANDSCAPE

The leading brands in jeans focus on brand presence and sustainability

Opportunities and challenges from emerging trends and dynamics

CHANNELS

Apparel and footwear specialists leads offline sales as consumers look for the best fit

Retail e-commerce continues to gain traction, challenging growth for offline retailers

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 3 - Key Trends 2025

INDUSTRY PERFORMANCE

Continued slow and stable value growth as economic indicators are positive

Sustainability and inclusivity trend shapes consumer behaviour

Chart 4 - Aiayu is a Leading Danish Brand Focused on Sustainability and Ethical Production

Resale and rental services gain traction in apparel and footwear

Chart 5 - 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 6 - 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 7 - 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 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Denmark 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Denmark 2025

Chart 11 - 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/jeans-in-denmark/report.