2026 Consumer Sentiment Survey

Denmark

JUNE 2026

BCG Consumer Sentiment Survey April 2026

11

Countries surveyed: UK, Germany, France, Italy, Spain, Denmark, Sweden, Finland, Norway, Romania, and Poland

~1,800

Respondents per country with a nationally representative sample

12

Product categories surveyed for spending and purchasing behavior

SUMMARY OF RESULTS

Consumer Sentiment in Denmark 2026

Danish consumers remain among the most optimistic in Europe, even relative to the other Nordic countries. 40% of Danish consumers report feeling good about the economic situation, more than double the European average of 19%. Additionally, half of Danish respondents feel good about their own personal financial situation

Spending growth is largely concentrated in essential categories such as groceries, home care, and home appliances. This increase is however driven by inflation, rather than volume or purchasing frequency. At the same time, consumers report cutting back in other categories by deferring purchases, buying second-hand, and abstaining rather than trading-down. Snacks, alcohol, and fashion are the categories with the highest share of consumers stating they intend to reduce spending

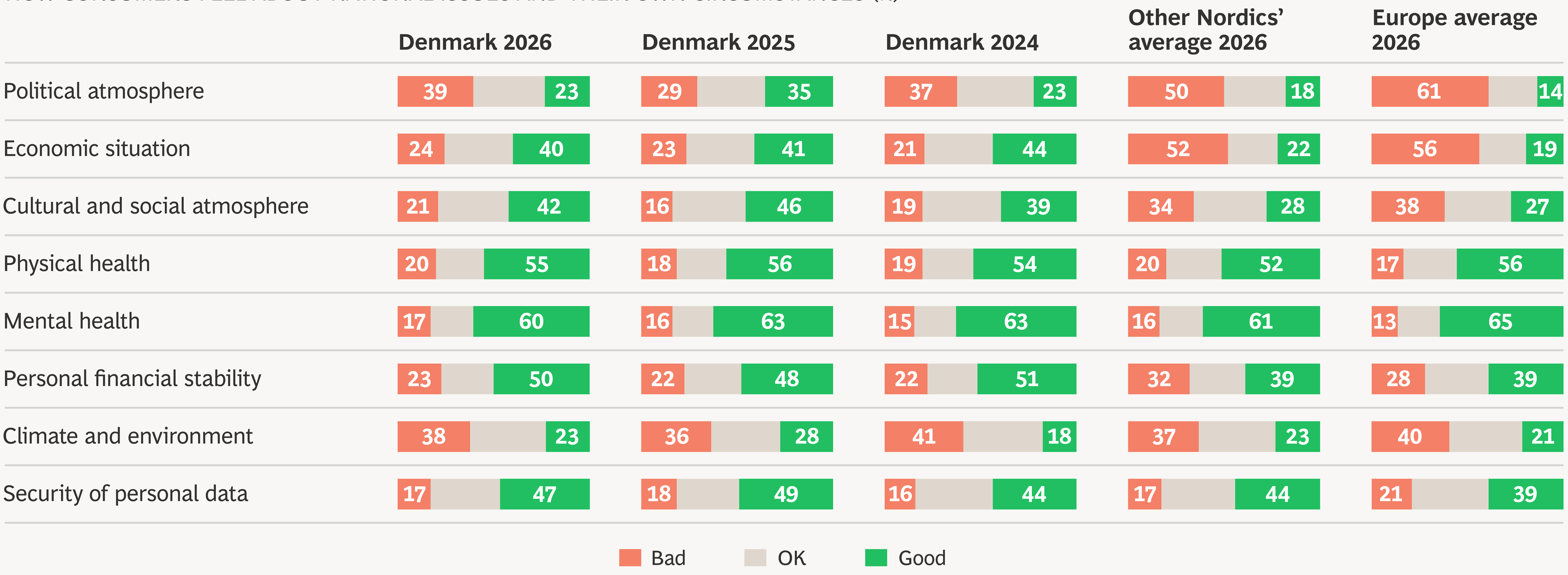
Price sensitivity continues to strongly shape consumer behavior, with up to 74% of purchase decisions influenced by discounts. Additionally, despite brand being an important KPC in some categories, up to 72% of consumers report a willingness to change brands for better offers

Danish consumers have a higher online penetration for purchasing compared to the European average, particularly for fashion, pet care, and personal care. Still, the physical store remains relevant, with over 70% saying stores are either essential or important for them

Danish consumers report a decline in consideration for sustainability when purchasing versus last year, yet their **willingness to pay a green premium remains stable overall**

Danish consumers are slightly more pessimistic than last year, yet more optimistic than their Nordic peers

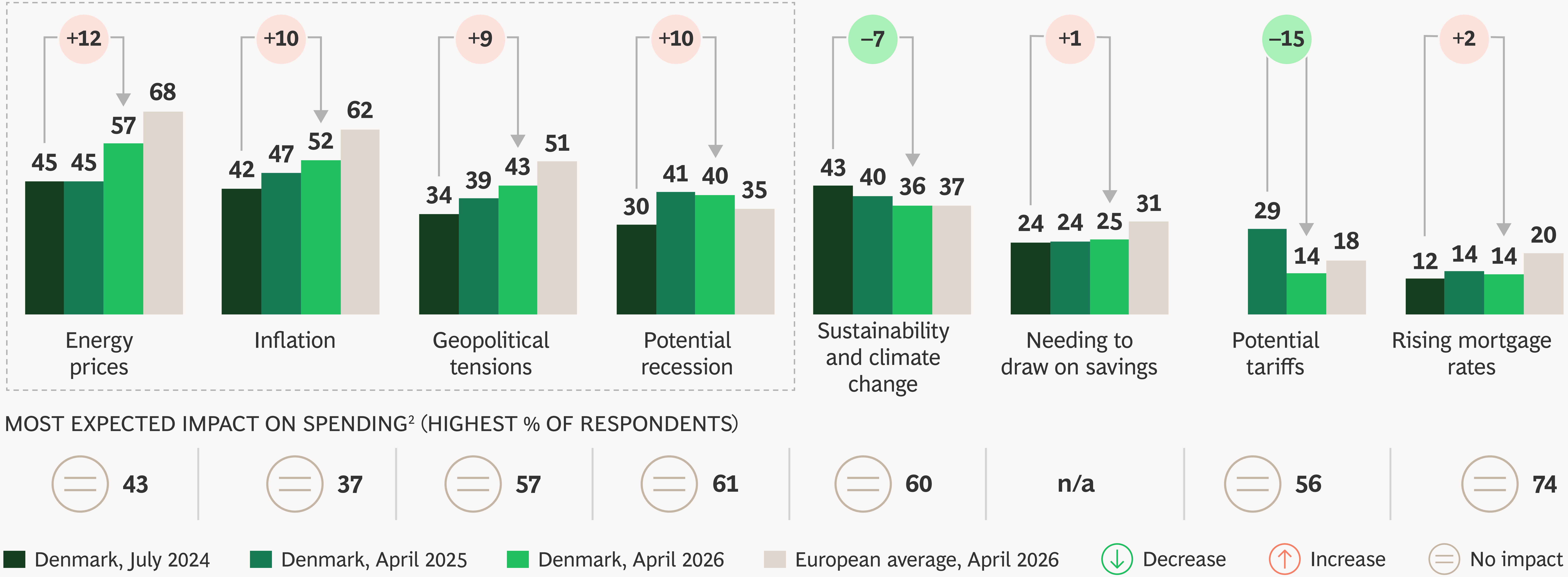
HOW CONSUMERS FEEL ABOUT NATIONAL ISSUES AND THEIR OWN CIRCUMSTANCES (%)



Sources: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries (~1,800 responses per country); 2025 BCG European Consumer Sentiment Survey; 2024 BCG European Consumer Sentiment Survey.
Question O1: *How do you currently feel about each of the following? (Response options: Very bad, Bad, Neither good nor bad, Good, Very good. Results shown as Bad, OK, and Good.)*

Danish consumers’ concerns are highest for energy and inflation but still below European average

KEY AREAS OF CONCERN[1] (% OF RESPONDENTS)

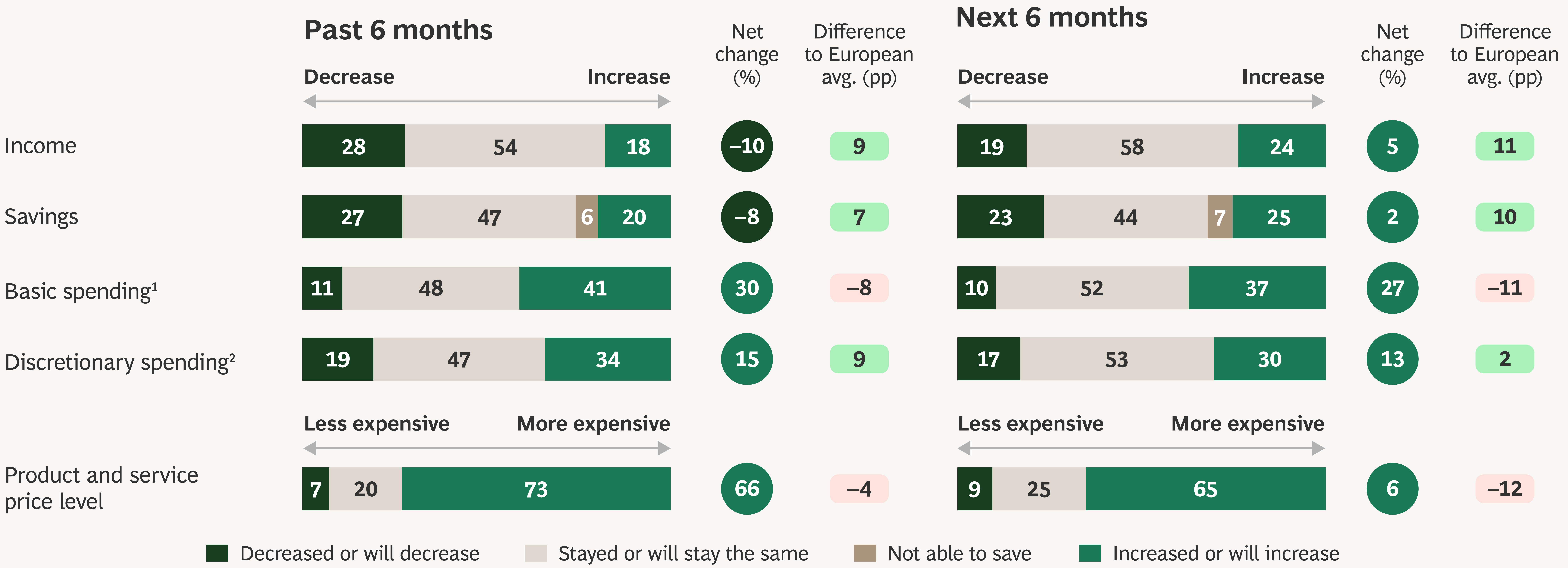


Sources: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries (~1,800 responses per country); 2025 BCG European Consumer Sentiment Survey; 2024 BCG European Consumer Sentiment Survey.

[1]Question O2: *Which of the following are you currently personally concerned by? Select all that apply. (Multiple selection. Bars show those who selected “yes.”)* [2]Question O3a: *How do you expect the development of the following factors to impact your spending in the next 6 months? (Response options: Increase, Decrease, No impact.)*

Danish consumers still expect inflation to continue rising, and at least 1 in 4 have seen their real income decline

SENTIMENT ON DEVELOPMENT OF OWN FINANCES AND PRICES (%)



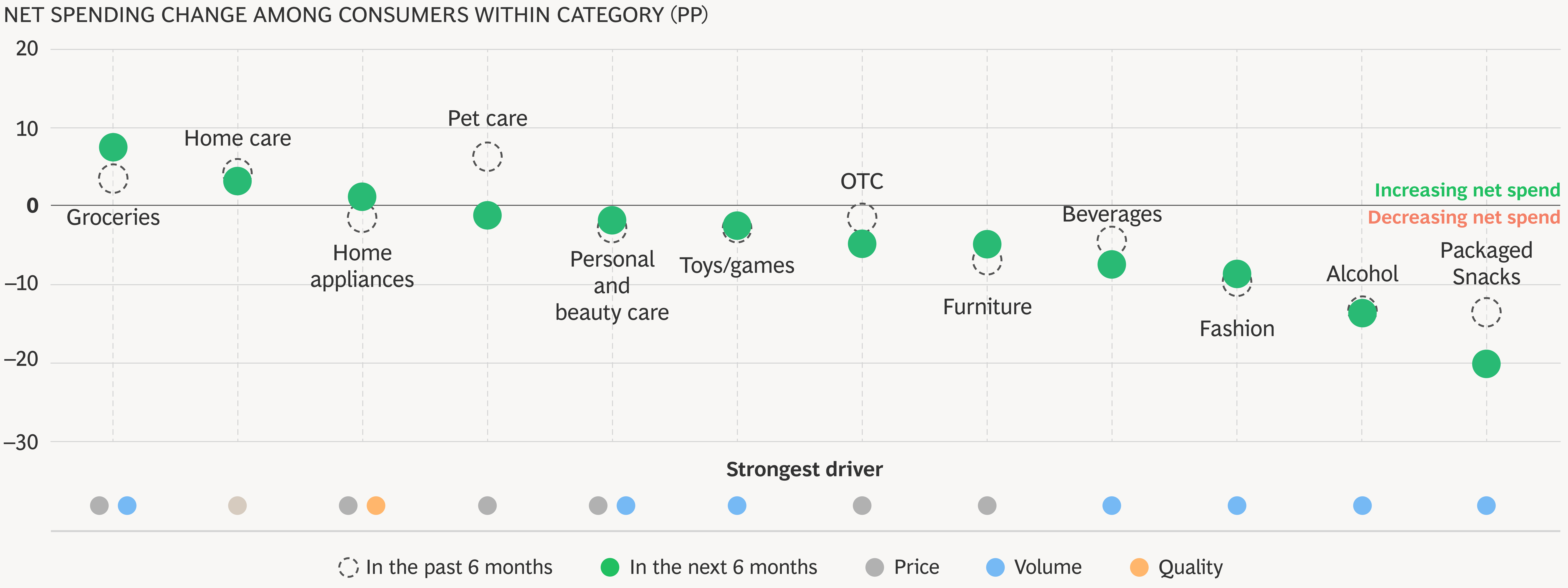
Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Questions O4–10, O12–13: *Which of these statements best describe your [income/savings/spending/sentiment on pricing] compared to 6 months ago/in the next 6 months?*
[1]e.g., housing, transport, medication, education, basic food. [2]e.g., clothing, dining out, concerts, entertainment.

51% of Danish respondents would allocate an income boost to savings, aligned with European and Nordic peers

SHARE OF RESPONDENTS WHO WOULD INCREASE SPENDING IN GIVEN CATEGORY IF THEY HAD 10%–15% MORE INCOME TO SPEND (%)		European ranking	Difference to other Nordics (pp)
Saving money (e.g., in savings account, stocks)	51	1	–2
Travel (domestic and international)	35	2	–1
Eating and drinking out (e.g., dinner, bar, café)	26	4	–2
Basic grocery and beverages (e.g., basic products bought from grocery stores)	26	3	–2
Entertainment (e.g., cinema, theater, shows)	25	5	–2
Personal indulgence services (e.g., spa, massage, facial)	23	8	0
Apparel	22	6	–1
Home electronics	19	10	0
Furniture	19	13	1
Premium grocery and beverages	19	7	3
Personal care and beauty products (e.g., cosmetics, skincare, bath products)	16	9	0
Rent	16	11	1
Pet care	15	12	1
Luxury fashion	13	14	3

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Question O16: *If you had 10%–15% more income to spend than what you have today, how would you change your spending behavior in the following categories? [Multiple selection; Response options: Reduce or cut, Keep the same, Increase, Start. Results shown for Increase or Start.)*

Only groceries, home care, and home appliances expect a spending increase; snacks and alcohol are the categories most Danish consumers plan to cut



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: Net spending is the percentage difference between the share of respondents indicating increased spending and those indicating decreased spending within a category. OTC = Over-the-counter drugs and supplements. Question C2.1: *In the past six months/one year, how much has your total spending changed compared to six months ago/a year ago?"* Question C3.1: *How much do you expect your total spending to change in the next six months/year compared to today? (Responses: Less, Neutral, More, Will not buy.)*

Up to 74% of Danish consumers’ purchase decisions are actively driven by discounts, and 43%–72% indicate willingness to switch brands for better offers

DISCOUNT DRIVENNESS OF RESPONDENTS WITHIN A CATEGORY[1] (% OF RESPONSES)

Category	Only buying at discount	Actively seeking discounts	Not seeking discounts but may select discounted product if sees one	Does not pay attention to prices or discounts	% of purchase decisions actively driven by discounts	Difference since 2025 (pp)	% Denmark's respondents who indicate willingness to change brand if there were better offers[2]	Difference to European avg. (pp)	Difference since 2025 (pp)
Toys/games	17	57	20	6	74	5	72	2	3
Fashion	26	47	23	4	73	2	70	0	0
Personal and beauty care	18	50	22	9	69	0	55	–2	–2
Packaged snacks	27	41	25	7	68	–3	69	5	–3
Non-alcoholic beverages	28	41	23	9	68	–3	61	1	1
Alcoholic beverages	24	44	23	9	68	–1	65	6	0
Furniture	22	46	27	5	68	–3	71	–1	11
Home appliances	21	47	26	6	68	–8	67	2	6
Home care	17	50	27	6	67	0	60	2	–2
Groceries	9	56	30	6	65	–4	71	11	–1
Pet care	13	47	28	12	60	n/a	43	–1	n/a
OTC	10	41	31	18	50	–5	66	6	–1

Only buying at discount · Actively seeking discounts · Not seeking discounts but may select discounted product if sees one · Does not pay attention to prices or discounts

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC = Over-the-counter drugs and supplements.
[1]Question C5.4: *Thinking about [category], how would you describe your behavior regarding discounts within [category]?* [2]Question C5.3: *To what extent do you agree with the following statement: “I rarely switch brands for the [category] I buy, even if there were better offers for other brands.” (Response options: Agree, Neutral, Disagree.)*

Except for pet care, Danes don't see branded products as better than private label, despite a slight decline in private label buying vs. 2025

LIKELIHOOD TO PURCHASE RETAILER'S OWN BRAND PRODUCTS WITHIN A CATEGORY[1] (% OF RESPONSES)	Often or almost always	Sometimes	Never or rarely	Difference in "Often or almost always" responses to European avg. (pp)	Difference in "Often or almost always" vs. 2025 (pp)	Share of Danish respondents who think branded products are better than stores' own brand alternatives[2] (%)	Difference to European avg. (pp)	Difference to 2025 (pp)
Groceries	45	36	19	6	–3	19	–12	0
Home care	39	32	29	9	2	20	–14	–5
Packaged snacks	31	37	32	6	–7	27	–8	–2
Non-alcoholic beverages	27	33	41	5	–7	39	1	8
Furniture	24	39	38	1	–5	27	–1	–7
OTC	22	31	47	1	–8	18	–8	–6
Personal and beauty care	21	38	41	1	–9	21	–14	–22
Pet care	20	34	46	–1	n/a	67	–1	n/a
Home appliances	19	35	46	4	0	41	–7	0

Often or almost always   Sometimes   Never or rarely

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC = Over-the-counter drugs and supplements.
[1]Question C5.3a: *Thinking about [category], how likely are you to buy unbranded or retailers' own brand items (instead of branded items)?* [2]Question C5.3: *To what extent do you agree with the following statement: "I think branded [category] products are more effective/better in quality and taste than non-branded/stores' own brand alternatives." (Response options: Agree, Neutral, Disagree.)*

Value for money is the top characteristic for influencing purchases across categories, deemed to be more important than low price or attractive design

CHARACTERISTICS THAT INFLUENCED A RECENT PURCHASE (%)	Fashion	Personal care	Home care	OTCs	Snacks	Groceries	Alcohol	Beverages	Toys and games	Pet care	Home appliances	Furniture
Good value for money	55	59	58	53	55	59	55	50	50	55	53	54
Trusted brand	36	51	43	47	36	37	41	42	38	47	43	39
Convenience of purchase	33	39	41	36	42	38	36	42	40	42	34	37
Functionality	36	40	39	34	30	30	40	41	36	47	41	41
Ease of use	51	50	53	44	28	25	24	30	36	47	50	43
Low price	42	37	42	38	50	50	37	45	38	33	38	33
Availability	36	47	48	44	43	49	45	45	40	47	38	36
Health	19	29	25	42	18	30	18	15	25	63	31	31
Good customer service	36	29	17	26	17	20	16	19	30	29	36	37
Attractive design	50	17	10	11	17	14	17	12	31	11	29	49
Recommendation	17	24	21	22	14	14	20	12	28	25	33	24
Sustainability	22	22	26	19	14	19	19	13	25	24	34	26
Local production	15	18	16	16	18	19	19	13	22	18	21	26

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: KPC = Key purchasing criteria; OTCs = Over-the-counter drugs and supplements.
Question C5.1: *Thinking about your most recent purchase of [category], how important were each of the following in influencing your choice? (Share of responses for "Very important.")*

Top 3 KPCs
Bottom 3 KPCs

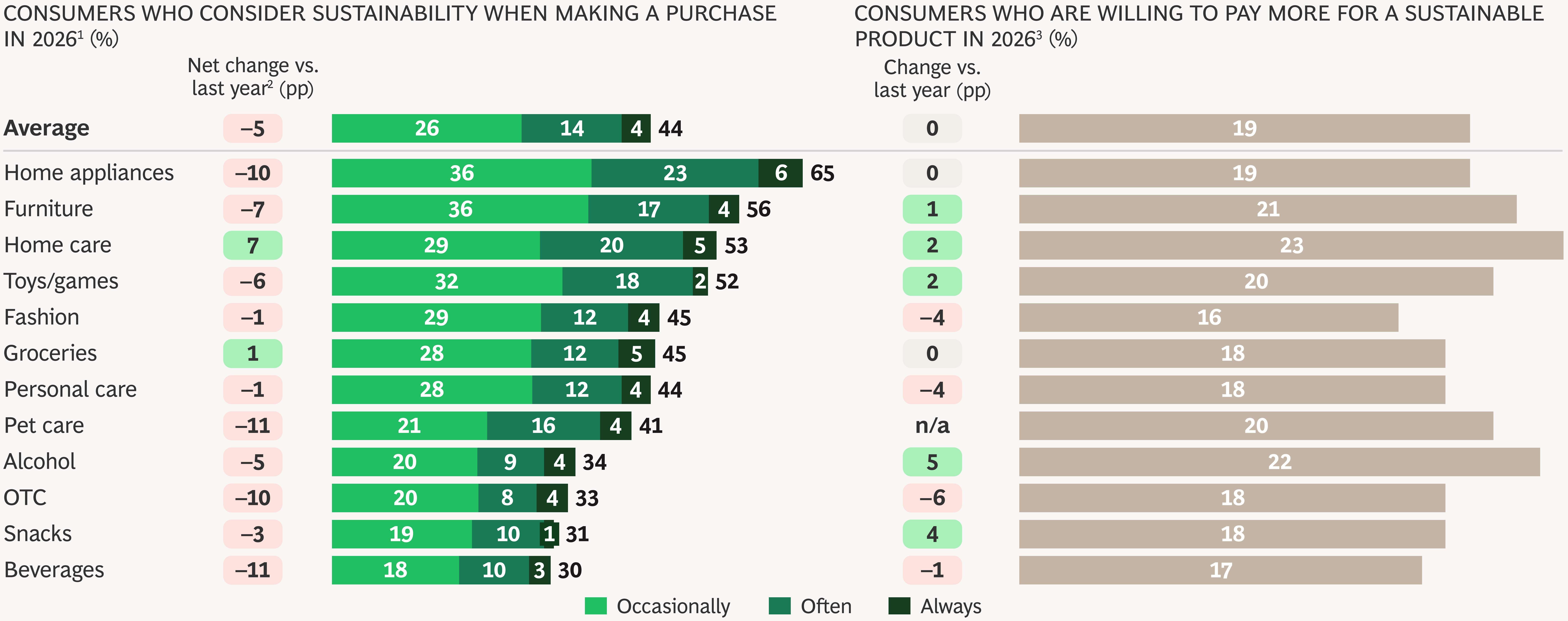
Danish consumers are ahead of average Europeans regarding their level of online purchasing for apparel, pet care, and personal care

Online more important for purchasing ← → **Online less important for purchasing**

	Fashion	Toys and games	Pet care	Personal care	Home appliances	OTCs	Furniture	Alcohol	Home care	Groceries	Beverages	Snacks
CONSUMERS WHO USE ONLINE AS THE MAIN SOURCE OF INSPIRATION[1] (%)	35	39	27	33	41	25	32	13	14	15	11	11
Difference to European avg. (pp)	0	1	3	7	4	–2	–1	–1	–1	2	0	0
CONSUMERS WHO USE ONLINE AS THE MAIN SOURCE OF PURCHASE[2] (%)	29	24	20	20	18	17	15	8	7	5	5	4
Difference to European avg. (pp)	7	1	4	5	–1	1	–1	3	0	–1	0	–1

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC= Over-the-counter drugs and supplements.
[1]Question C4.1: *Thinking about when you're deciding to purchase [category], how would you typically browse, research, or look for inspiration on what to buy? (Response options: Mostly online, Mixed, Mostly offline.)* [2]Question C4.3: *Thinking about when it comes to making a purchase of [category], what proportion of your spending is made online/digitally today (instead of buying products from physical stores)? (Response options: Mostly online, Mixed, Mostly offline.)*

Share of consumers considering sustainability decreases while willingness to pay a green premium remains stable



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTCs = Over-the-counter drugs and supplements.
[1]Question C6.1: *Being completely honest, how often do you think about sustainability when you make decisions regarding the purchase of [category]?* [2]Question C6.2a: *How have your sustainability considerations when purchasing [category] changed over the past year?* [3]Question C6.2: *How much less or more would you be willing to pay in [category] products for sustainable alternatives that minimize your climate impact (vs non-sustainable alternatives)?*

Please contact your local team for more information

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