

# CONTENT GUIDE <sup>TO</sup> MARKETING IN DENMARK

# Plan local campaigns that make sense

This guide gives you an overview of cultural moments, seasonal peaks and local events that shape how people shop in your target markets.

It is designed to help you:

- Identify relevant dates to build campaigns around
- Understand when and how local competitors are likely to engage
- Align your tone, timing and content with what customers actually expect

The calendar is developed by our native e-commerce specialists – based on real insight from the markets we work in every day. You will also find short, practical tips throughout the guide to help you plan and adapt your campaigns.

Whether you are launching in a new market or strengthening your local presence, this guide is built to support clear, timely planning – with local expectations in mind.

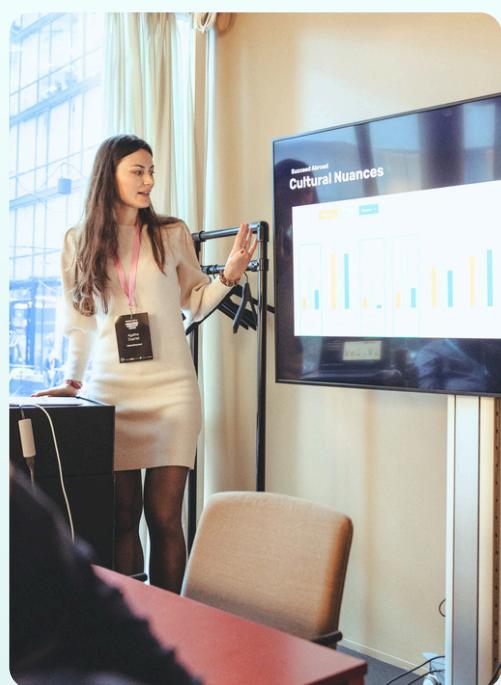
## What we can do for your success

MakesYouLocal has supported over 1,000 webshops with their international expansion. Our native specialists adapt webshops to local expectations, translate product and site content in 21 languages, and manage daily operations – from customer service to social media monitoring.

We help make your business feel local from day one – so it can perform in every market you enter.

Below, you find inspiring cases of brands who took their business abroad:

[SEE CASES](#)



# Getting localisation right from day one

Expanding into a new country is not just about translating your site or launching ads. Each market – small or large – has its own habits, expectations, and ways of shopping. Success comes from adapting properly, not just scaling broadly.



## **Speak the language or stay invisible**

Even in countries where many understand English, shoppers still prefer to browse and buy in their own language. Translate your webshop, product texts, and support materials properly. A native tone builds trust – especially for first-time buyers.

## **Local habits are not easily changed**

Shoppers expect what they are used to. If your site does not offer familiar delivery or payment methods – like parcel lockers in Lithuania, Klarna in the Nordics, or home delivery in the UK – customers are likely to abandon the cart. Review how local competitors structure their checkout and mirror what works.

## **Start with the strongest segment**

You do not need to launch everywhere at once. Look at your data: where are you already seeing traffic or interest? Use that to decide where to focus. If you are entering Denmark, Copenhagen is often the most effective place to start – with high online activity and early adopter behaviour. In Germany, regions like Hamburg or Düsseldorf offer a strong e-commerce presence and openness to new brands. Segment and test before scaling.

## **You are not alone – stand out fast**

In any market, your USP has to be visible early. If your product fills a gap, show it. If your service is faster, simpler or more transparent than what local customers are used to, make that clear from the first interaction – especially on landing pages and product detail pages.

## Define your audience carefully

Whether you are targeting eco-conscious families in Tallinn or urban professionals in Hamburg, clarity helps. Broad targeting rarely pays off. Use local insights and your own analytics to shape campaign content that speaks to a specific group.

## Trust is built locally – and early

Shoppers want to see that others in their market trust you. Reviews from other countries carry less weight than feedback from people nearby. From the start, have a strategy in place to collect local reviews – through follow-up emails, post-purchase incentives or local review platforms like Trustpilot or Google. Even a few genuine local testimonials can help overcome the hesitation that often comes with ordering from a new brand.

## Use the right mix of channels

Not every platform performs the same in every country. Instagram might work well in the UK, while YouTube or Facebook performs better in Germany. Align your content, tone and visuals with local preferences – and test before committing budget.

## Consistency matters – but localisation matters more

Use the same brand values across markets, but adapt tone, offers and expectations. A reliable return policy in Germany, humour in Finland, or a campaign in local colours can all signal that you understand your audience.

## Want to check if your webshop meets local expectations?

Our native e-commerce managers can help review your site and highlight where it feels off to local customers – from delivery options to tone of voice. See how the process works at [MakesYouLocal](#).



# What you should know about Denmark

## MARKET SIZE

17.8 billion EUR  
total value of the online market



## OFFICIAL LANGUAGES

Danish

## PAY DAY

Last working day of the month is the single most popular payday nationally

## DO YOU KNOW THESE SUCCESSFUL DANISH BRANDS?

Lego, Pandora, Ganni, Georg Jensen, Royal Copenhagen, Bang & Olufsen, Jysk

Top  
3

## PRODUCT CATEGORIES



Fashion



Health & Beauty



Interior

## SOCIAL MEDIA CHANNELS



4.9 million users



3.4 million users



2.5 million users

## ANNUAL HIGHLIGHTS



Christmas



New Years Eve



Easter

DOWNLOAD MARKET FACT SHEETS  
FOR EVEN MORE MARKET FACTS

[GET ALL MARKET FACTS](#)



Cathrine Haas  
E-commerce Specialist at MakesYouLocal

# Specialist's Content Marketing tips

## WHAT WORKS WELL

- The Danish consumer archetype is quite loose – humor appeals to many consumers.
- Referring to the Danish summer with gatherings of family and friends is a good idea.
- Danes embrace recycling, upcycling, and eco-friendly living
- Scandinavian minimalist design never goes out of fashion.

## WHAT TO AVOID

- Do not skip trustmarks. Danes value reliable and trustworthy shops.
- Writing too formal. Danes like a relaxed tone with local wordings and metaphors.
- While Denmark is relatively uniform linguistically, be aware that certain words or phrases may sound too regional. Standard Danish is safest for most content.

## CAMPAIGN ANGLE IDEAS

- An Easter campaign featuring gatherings with friends and family, with breads, herring, and “Snaps” at Easter lunch.
- A Christmas theme featuring all the traditions with the Danish pastries and cosy times with the ones you love.
- A campaign featuring people gathered to watch soccer – having a good time with friends is what the Danes are about.

## CULTURAL REMINDERS

- “Hygge” – a coziness – is not a word that properly translates. It is the essence of the Danish culture and a mindset that should be seen as a feeling rather than just a word. Danes will know the difference.
- Danes appreciate quality over quantity, and are willing to invest in durability and brands with the same values.

# January

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## IMPORTANT DATES

<b>1<sup>st</sup> New Year's Day</b> Nytår	#GodtNytår #Nytår #Nytårshilsen
<b>27-30<sup>th</sup> Copenhagen Fashion Week</b> Københavns Fashion Week	#FW26 #cphfw #fashionweek

### Local's tip

Shoppers use January sales to snatch items they missed at Christmas or exchange gifts they got at Christmas. Retailers are required to announce discounts in advance, creating anticipation and driving early traffic.



### Fashion Week

The last week of January, Copenhagen transforms to a Fashion Capital. This week lots of Danish Fashion brands will showcase their Autumn/Winter 2026 collection. All the big Danish fashion brands will host fashion shows around the city where lots of influencers and celebrities will participate.

### Dry January

Lots of people use January to reset and "start over". This means cutting down on sugar and alcohol. As December is a month filled with celebrations including alcohol and sugar, people want to restart and be ready for a new year.

# February

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

## IMPORTANT DATES

<b>11<sup>th</sup> International Day of Women and Girls in Science</b> International dag for kvinder og piger inden for videnskab	#Videnskab #STEM #WomenInScience
<b>14<sup>th</sup> Valentines day</b> Valentines dag	#ValentinesDay #Valentinsdag #Valentine
<b>15<sup>th</sup> Fastelavn Carnival</b> Fastelavn, udklaendningsfest for børn og unge	#Fastelavn #Fastelavnsboller

### Local's tip

Valentine's Day is often celebrated with both romantic partners and close friends. Position your marketing messages to include this wider focus, highlighting friendship, appreciation, and thoughtful gestures for loved ones.

### Fastelavn

is a day when children dress up in costumes, and play "slå katten af tønden", beating a wooden barrel with candy inside. The winner of the game is crowned the "Cat King". Much like on Halloween, kids sing songs and go around the neighborhood. A seasonal dessert, "Fastelavnsboller" is popular throughout the month and common visual on social media campaigns in February.



# March

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## IMPORTANT DATES

<b>8<sup>th</sup> International Women's Day</b> Kvindernes kampdag	#Kampdag #Ligestilling #Kvinderneskampdag
<b>29<sup>th</sup> Palm Sunday</b> Palmesøndag	#Påske #Påsketid #Palmesøndag
<b>31<sup>st</sup> International Trans Day of Visibility</b> Trans' dag for synlighed	#TransSynlighed #Ansvarlighed #TransAwarenessWeek

### Local's tip

In March, many brands focus on women's rights and the overall environment. Lots of brands have campaigns for Women's day to celebrate.

### Spring

March is the first month of spring. The birds will start to sing, flowers appear and the sun is out again. This is also the time where people will start to wear lighter jackets, mid-season attire and perhaps pack away the winter boots.



# April

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## IMPORTANT DATES

<b>1<sup>st</sup> April Fool's Day</b> Aprilsnar	#Aprilsnar #1april #Aprilfools
<b>2<sup>nd</sup> Maundy Thursday</b> Skærtorsdag	#Skærtorsdag #Påske #Påsketid
<b>3<sup>rd</sup> Good Friday</b> Langfredag	#Langfredag #DenSidsteNadver #Påske #Påsketid
<b>5<sup>th</sup> Easter</b> Påskedag	#Påskedag #JesuOpstandelse #Påske #Påsketid
<b>6<sup>th</sup> Easter Monday</b> 2. Påskedag	#2Påskedag #Påske #Påsketid
<b>9<sup>th</sup>  Anniversary of Denmark's Occupation</b> Årsdag for Danmarks besættelse	#Besættelsen #DanmarksBesættelse #9april #Frihed

### Local's tip

The Easter bunny lays chocolate eggs for children to find on Sunday morning. Spruce your marketing materials with easter eggs and bunnies for a proper Danish Easter feel.

### Easter Holidays

During the Easter holidays the Danes gather with friends and family for "påskefrokost" where we drink "Snaps" and a beer called "Påskebryg" while eating "Smørrebrød"- open faced sandwiches.



# May

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## Local's tip

Lots of brands invest in marketing on Mother's Day. Mothers are typically remembered with flowers and/or a present to show appreciation and affection.

## IMPORTANT DATES

<b>1<sup>st</sup> International Workers Day</b> Arbejdernes Internationale Kampdag	#1maj #Kampdag #Ligestilling
<b>5<sup>th</sup> The liberation of Denmark</b> Danmarks befrielse	#DanmarksBefrielse #Tændlys #4maj #5maj
<b>10<sup>th</sup> Mother's Day</b> Mors dag	#Morsdag #TakMor #GlædeligMorsDag
<b>14<sup>th</sup> Christ's Ascension Day</b> Kristi himmelfartsdag	#Kristihimmelfartsdag #Helligdag
<b>16<sup>th</sup> Great Prayer Day</b> Store bededag	#Storebededag #VarmeHveder #BevarStorebededag
<b>24<sup>th</sup> Whit Sunday</b> Pinse	#Pinse #Pinsen #Forår
<b>25<sup>th</sup> Whit Monday</b> 2. Pinse dag	#Pinse #Pinsen #Pinsefrokost

## May 1<sup>st</sup> celebrations

With speeches, demonstrations, and other cultural activities, this observance is dedicated to workers rights and the labour movement. The day is usually spent outdoors.

## Local's tip

On the evening before (or the morning of) "Store bededag", the Danes eat traditional wheat buns with their loved ones.



# June

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## Summer break

typically starts in June and lasts for 2 months. Students of all grades are off and high school graduates celebrate finishing their studies with a formal party hosted at family homes.

## IMPORTANT DATES

<b>5<sup>th</sup> Father's Day</b> Fars dag	#Farsdag #GlædeligFarsDag
<b>5<sup>th</sup> Constitution Day</b> Grundlovsdag	#Grundlovsdag #Demokrati #
<b>23<sup>rd</sup> Midsummer's Eve</b> Sankt Hans Aften	#SanktHansAften #Bål

## Sankt Hans Aften

On Sankt Hans, Danes make a bonfire and put a witch on top of it. According to an old saying, the witch will fly to Bloksbjerg, Germany. The evening is spent celebrating with loved ones.



## Local's tip

The festival season begins in June with lots of big ones such as Roskilde Festival, Tinderbox, Distortion and Copenhell. The Festival season will last till August.

# July

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## IMPORTANT DATES

<b>3<sup>rd</sup> Plastic Bag Free Day</b> Plastikposefri dag	#StopPlastik #Bæredygtighed #HuskNettet
<b>15<sup>th</sup> World Youth Skills Day</b> Verdensdagen for unges færdigheder	#Kompetenceudvikling #Ansvarlighed
<b>28<sup>th</sup> World Nature Conservation Day</b> Verdens naturbeskyttelsesdag	#Naturbeskyttelse #BeskytNaturen #VerdensNaturbeskyttelsesdag

### Vacation season

In Denmark, the schools are closed for summer vacation from the end of June until the start of August. Therefore, lots of adults take time off from work to spend time with their children during this time. Vacationing in Europe or locally is also popular, and many head to a summerhouse in the countryside. People want to do as much as possible to relax and have fun before they go back to school and/or work.



### Local's tip

It's the summer house season. You can't go wrong with cottage, island and swimming themed marketing, garden dining, grilling, strawberries and the Danish "koldskål" dessert.

# August

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## IMPORTANT DATES

<b>8<sup>th</sup> Pride Week</b> Pride uge	#LGBTQ+ #Pride #Equalrights
<b>12<sup>th</sup> International Youth Day</b> International ungdomsdag	#InternationalUngdomsdag #InternationalYouthDay
<b>19<sup>th</sup> World Humanitarian Day</b> Den humanitære verdensdag	#HumanitærVerdensdag #WorldHumanitarianDay

### Back to school season

In Denmark, children bring their own lunch to school, so lunch boxes are an important part of back to school essentials amongst rucksacks and pencil cases.



# September

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## IMPORTANT DATES

<b>5<sup>th</sup> Flag Day for Denmark's expatriates</b> Flagdag for Danmarks udsendte 	#Flagdag #DanmarksUdsendte
<b>20<sup>th</sup> World Cleanup Day</b> Verdens oprydningsdag	#VerdensOprydningsdag #rennatur #WorldCleanupDay
<b>23<sup>rd</sup> Autumn equinox</b> Efterårsjævndøgn	#Efterårsjævndøgn #Efterårsfarver #sensommer
<b>29<sup>th</sup> International Day of Awareness of Food Loss and Waste</b> International Dag for Bevidsthed om Madspild og Madtab	#StopMadspild #RedMaden

### Start the “hygge”

September is the month for “hygge”, which makes it a perfect time for slowing down. Watch a good movie, drink a warm drink and prepare yourself for the darker and cooler months. Danes start to find their candlesticks from the drawers and their cosiest plaid from the closet.



# October

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## IMPORTANT DATES

<b>13<sup>th</sup> Autumn holiday</b> Efterårsferie	#Kulturnatten2026 #OplevKøbenhavn #Whattodoincopenhagen
<b>29<sup>th</sup> World Sustainability Day</b> Verdens Bæredygtighedsdag	#Bæredygtighed #GrønFremitid
<b>31<sup>st</sup> Halloween</b>	#Halloween #Halloween26 #SlikEllerBallade

### Autumn Holiday

In the week 42, the Danish schools have autumn break. During this time, lots of different festive events take place, e.g. Light Festival in Copenhagen and workshops at the Royal Library.

### Local's tip

Halloween is a newer event in Danish culture and the celebrations are much on like "Fastelavn". The only difference is that Halloween is "scary". The houses that are happy to welcome trick-or-treaters place pumpkins on their doorstep. The Danish chant goes: "slik eller ballade".



# November

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## Local's tip

J-day is over 30 year old commercial event that every Dane knows about. The first Friday in November at 20.59 the traditional Christmas Beer is launched. People celebrate the occasion by hitting the bars for a party.

## IMPORTANT DATES

<b>2<sup>nd</sup> All Saints' Day</b> Allehelgensdag	#Allehelgensdag #MindeDeAfdøde
<b>7<sup>th</sup> J-day</b> Tuborg J-dag	#Jdag #Julebryg #JuleØl
<b>10<sup>th</sup> St. Martin's Eve</b> Mortens aften	#Mortensaften #Andesteg #Mortensaften2026
<b>11<sup>th</sup> Single's Day</b> Singlernes dag	#SinglernesDag #SinglesDayDK #Selvforkælelse
<b>27<sup>th</sup> Black Friday</b> Black Friday	#BlackFriday #BlackWeek #BlackFridayDK
<b>29<sup>th</sup> The first Sunday of Advent</b> 1. søndag i advent	#1SøndagIAdvent #Advent #jul

## Sunday of Advent

On the 1<sup>st</sup> Advent Sunday, many Danes gather with their families, prepare for Christmas with decorations and light the first Advent candle. Kids often receive small presents for each Advent.



# December

## Christmas Season

Companies and groups of friends traditionally host Christmas parties in the weeks leading up to Christmas. People tend to wear Christmas sweaters and enjoy classic Danish Christmas food, pastries, sweets and plenty of "gløgg" or "snaps". Throughout December, bars and restaurants are packed with cheerful colleagues and friends continuing the celebration late into the night.

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## IMPORTANT DATES

<b>13<sup>th</sup> Lucia Day</b> Luciadag	#Luciadag #LuciaOptog #Lucia
<b>23<sup>rd</sup> Little Christmas Eve</b> Lille Juleaften	#LilleJuleaften #DanskJul #JuleTraditioner
<b>24<sup>th</sup> Christmas Eve</b> Juleaften	#Juleaften #GlædeligJul #FamilieTraditioner
<b>25<sup>th</sup> Christmas Day</b> 1. Juledag	#1Juledag #JulMedFamilien #GlædeligJul
<b>26<sup>th</sup> 2nd Christmas Day</b> 2. Juledag	#2Juledag #GlædeligJul #FamilieTid
<b>31<sup>st</sup> New Year's Eve</b> Nytårsaften	#Nytårsaften #GodtNytår #Nytår #Nytårshilsen

## Local's tip

The post-Christmas sales begin, making this a key date for retail promotions. Traditionally, we have Christmas parties with family, where we eat rye bread, drink snaps, and eat risalamande, which is a kind of rice porridge with almonds and cherry sauce. The one who finds a whole almond winds a present.

## Did you know

On 24th December, families come together for Christmas dinner and hygge. After eating, many Danes sing and dance around the Christmas tree before opening presents and eating "risalamande", a traditional rice pudding dessert. A lot of families also play "pakkeleg", a dice game where the objective is to win and steal small wrapped gifts from other players.

# MORE RESOURCES AND INSPIRATION?

**Find free toolkits to help you reach growth, localisation & expansion goals on your e-commerce journey.**

**Get started guide to International e-commerce**

Prepared by MAKES<sup>TO</sup>LOCAL

**German E-commerce**

What you need to know to sell online in Germany

**POPULATION**  
**84,2 MILLION**

Germany stands out for its robust economy, technological innovation, and automotive excellence. It also excels in e-commerce, playing a leading role in shaping the digital marketplace - and is generally one of the biggest markets across Europe.

**HOW WE INVESTIGATE BEFORE WE PURCHASE**

Method	Percentage
Browsing websites or apps	50 %
Physical store	40 %
Price comparison service	40 %
Search engine	35 %
Online store	30 %
Online marketplace	25 %
Talking to friends & family	20 %
Social media	15 %
Physical magazines or other media publications	10 %

**HOW WE PREFER TO PAY ONLINE**

Method	Percentage
Paypal	39 %
Invoice	27 %
Debit or Credit card	11 %

**PREFERRED DELIVERY METHODS**

Method	Percentage
Home delivery	61 %
Pick-up at a postbox / Packstation	40 %
Pick-up at a parcel shop	21 %

**24 %**  
Home & Garden

**DO TO BE SUCCESSFUL**  
(a transparent overview and transparent German speaking to address inquiries)

**OUR CONVERSION RATE**  
and clear return policies, drop the lack locally to do business. Missing authenticience purchasing local for many consumers.

**3 21,6 million users**  
Basis: <https://www.statista.com/statistics/260367/number-of-internet-users-in-germany/>

**LOCALISE AND ADAPT TO THE NEW MARKET**

Europe is home to more than 740 million people of which an estimated 500 million are regularly shopping online. There are obvious similarities between markets and populations, but there are also important differences that should not be overlooked.

As mentioned above, it is crucial to be familiar with the needs and expectations of your new customers regarding for instance delivery, payments and return policy. Even if your neighbouring countries are culturally and geographically similar, there are always differences that are important to consider in order to build a successful conversion rate.

That being said, it is always easier to enter a market that is similar to your home market. For example, more parallels can be drawn between Germany and Austria than between Sweden and France.

If you are able to build trust and great international customers visiting your webshop in a professional manner, your chances of generating sales increase significantly. To do that, there are several crucial factors to consider.

**Payment methods**

There are considerable differences between the ways in which customers from different European countries prefer to pay for their products and a great number of online shoppers will abandon the purchase if they cannot buy their business elsewhere if a certain method of payment isn't available at check-out.

Therefore, you should think carefully before you choose which payment methods to offer. A good idea is to consult experienced providers of payment solutions in your home market to get insight and advice on the subject.

**Delivery services**

Similarly, make sure to be on top of deliveries. Every time you launch in a new market, remember to consider which couriers your new customers are expecting to be able to choose from in order to be successful.

All customers prefer a seamless shopping experience. This includes the delivery of their purchased product. A change of courier mid-transit, not being able to track the order or other complications of the shipping process can result in a negative experience for your customers.

If you are planning to launch international sales, especially if you have a small volume of sales outside of your local market, then you probably won't have a lot of leverage to negotiate with, as you look for a local courier partner.

[Explore toolkits here](#)

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