

CONTENT GUIDE^{TO}

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](https://www.makesyoulocal.com).



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

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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

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

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

Week long holiday

known as "skiing vacation" is held in February. Many will take a trip to places like Norway, Austria or France for snowboarding and skiing.

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

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

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

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

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

1st April Fool's Day Aprilsnar	#Aprilsnar #1april #Aprilfools
2nd Maundy Thursday Skærtorsdag	#Skærtorsdag #Påske #Påsketid
3rd Good Friday Langfredag	#Langfredag #DenSidsteNadver #Påske #Påsketid
5th Easter Påskedag	#Påskedag #JesuOpstandelse #Påske #Påsketid
6th Easter Monday 2. Påskedag	#2Påskedag #Påske #Påsketid
9th 🇩🇰 Anniversary of Denmark's Occupation 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

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.

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

IMPORTANT DATES

1st International Workers Day

Arbejdernes Internationale Kampdag

#1maj #Kampdag #Ligestilling

5th The liberation of Denmark

Danmarks befrielse

#DanmarksBefrielse #Tændlys #4maj #5maj

10th Mother's Day

Mors dag

#Morsdag #TakMor #GlædeligMorsDag

14th Christ's Ascension Day

Kristi himmelfartsdag

#Kristihimmelfartsdag #Helligdag

16th Great Prayer Day

Store bededag

#Storebededag #VarmeHveder #BevarStorebededag

24th Whit Sunday

Pinse

#Pinse #Pinsen #Forår

25th Whit Monday

2. Pinse dag

#Pinse #Pinsen #Pinsefrokost

May 1st 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

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.

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					

IMPORTANT DATES

5th Father's Day

Fars dag

#Farsdag #GlædeligFarsDag

5th 🇩🇰 Constitution Day

Grundlovsdag

#Grundlovsdag #Demokrati #

23rd Midsummer's Eve

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 spend 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

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

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

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

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

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

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

13th Autumn holiday

Efterårsferie

#Kulturnatten2026

#OplevKøbenhavn

#Whattodoincopenhagen

29th World Sustainability Day

Verdens Bæredygtighedsdag

#Bæredygtighed #GrønFremtid

31st Halloween

#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

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.

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						

IMPORTANT DATES

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

Sunday of Advent

On the 1st 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

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

Local's tip

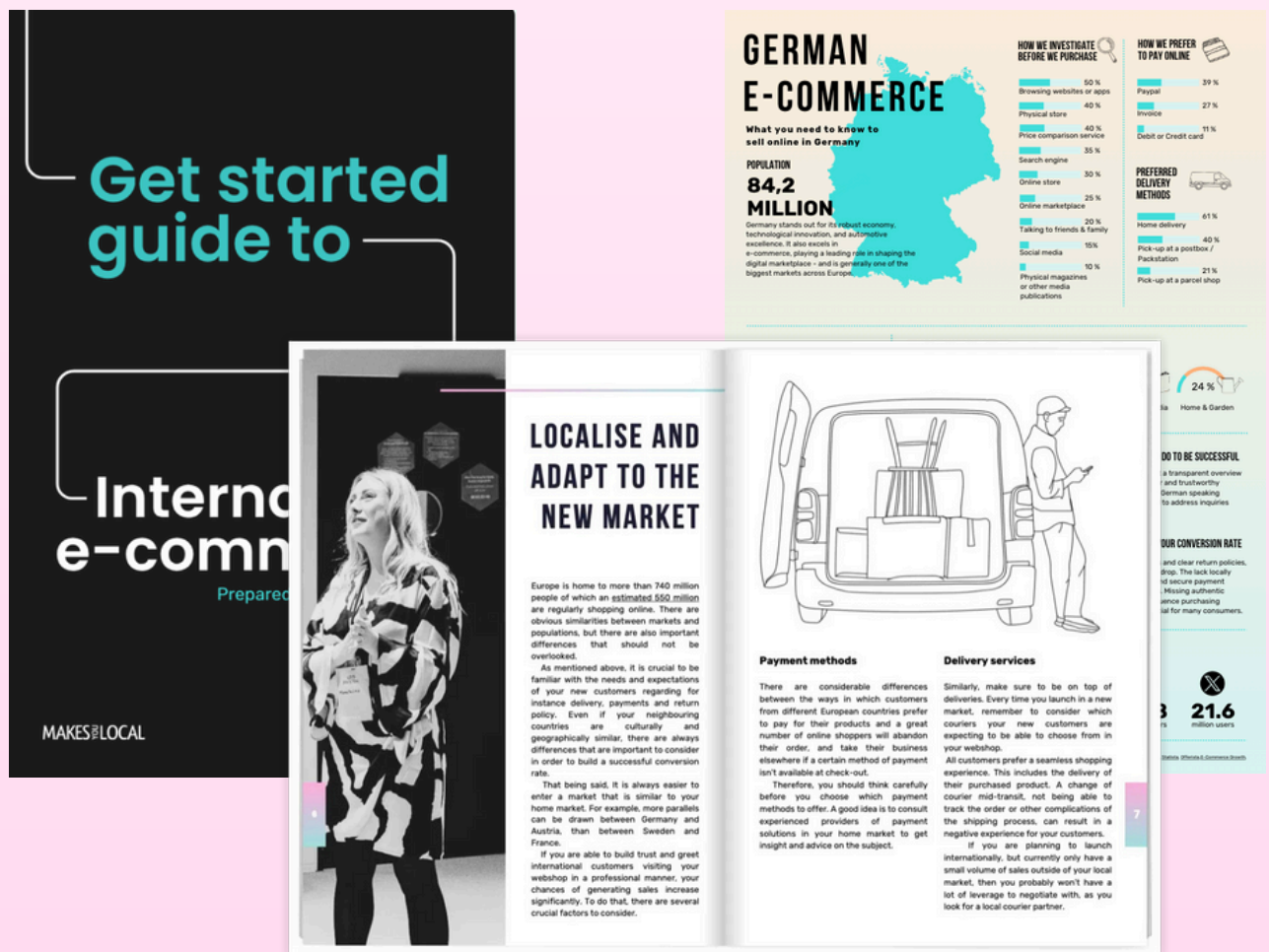
The post-Christmas sales begin, making this a key date for retail promotions. Traditionally, we have Christmas parties with family, where we eat rye bread, drink snaps, and eat risalamande, which is a kind of rice porridge with almonds and cherry sauce. The one who finds a whole almond wins a present.

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 "pækkeleg", a dice game where the objective is to win and steal small wrapped gifts from other players.

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