



WESTWING

# WESTWING EXPANDS TO DENMARK

Denmark joins Westwing's growing European presence as the 14th market

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Westwing, Europe's No. 1 in Beautiful Living e-commerce, expands to Denmark. With this launch, Westwing continues its European expansion, entering its 14th market. This marks the company's first entry into Scandinavia and represents a key milestone in establishing Westwing as the one-stop destination for premium Home & Living in Europe.

Westwing's expansion into Denmark follows a clear strategic direction. Denmark offers ideal conditions for a successful market entry due to its strong e-commerce culture, high level of digital engagement, and deep appreciation for design.

*"Denmark is a hub for interior design and design trends, and its strong connection to quality and beautiful living perfectly aligns with our vision," says Dr Andreas Hoerning, CEO of Westwing. "The increasing share of online purchases in Denmark's Home & Living segment presents significant opportunities. With Westwing, we aim to become the first destination for design lovers – offering a curated selection of Scandinavian and international brands, along with our unique Westwing Collection. Our online presence is not just a shopping platform but a source of inspiration for a more beautiful home."*

The Home & Living sector in Denmark holds great growth potential. Currently, around 32% of purchases in this segment are made online, and this share is expected to grow further in the coming years as e-commerce continues to gain importance. Capitalising on this momentum, Westwing plans to become the preferred choice for Danish design lovers with

its carefully curated selection, featuring its own Westwing Collection and over 200 design brands. By offering a seamless online shopping experience and a customer-centric approach, Westwing aims to build strong, long-term customer relationships. The Danish affinity for high-quality, timeless design presents a promising opportunity in this regard.

*"Denmark is particularly known for its love of high-quality, timeless design and is home to many iconic design brands. With our portfolio of renowned design brands and our own Westwing Collection, we offer Danish design lovers a unique platform that inspires and invites them to create stylish and distinctive living spaces," explains Dr Andreas Hoerning, CEO of Westwing.*

To cater to local tastes, Westwing will integrate additional Scandinavian brands into its assortment, ensuring an authentic and diverse shopping experience tailored to the Danish market. Furthermore, Denmark's strong purchasing power and growing interest in sustainability provide ideal conditions for a successful market entry and further expansion in Scandinavia.

With its entry into Scandinavia, Westwing reinforces its ambition to enter new markets and expand its presence across Europe. The launch in Denmark is not just a geographical expansion but a significant step in strengthening the brand's position.

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## About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 14 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.