

## PRESS RELEASE

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### *DOUGLAS goes online in Denmark*

- DOUGLAS expands its market reach in e-commerce and opens online shop under the DOUGLAS brand in Denmark
- Danish customers will soon be able to draw inspiration from around 40,000 products
- Expansion in Scandinavia strengthens DOUGLAS' leading market position in Europe

Düsseldorf, 3 May 2022 - DOUGLAS is now operating in Denmark with its own online shop, and thus showing its presence in the Scandinavian countries. The new online shop will initially have around 40,000 product items, with the range to be gradually expanded. The product range follows the beauty trends in Denmark and is significantly influenced by the increased desire for natural ingredients, sustainable products and "Clean Beauty".

Denmark is also extremely attractive for DOUGLAS' digital offering because its customers have a high affinity for using online services.

"With the new online shop in Denmark, we are expanding our European presence in e-commerce in a very attractive region," said Nicole Nitschke, CEO of DOUGLAS in the DACH region. "The Danish market holds high potential in e-commerce, which we will exploit in a targeted manner. We will successively expand our product range and thus offer our customers the best shopping experience in the Scandinavian countries as well."

DOUGLAS and its subsidiaries parfumdreams and Niche Beauty are represented in over 26 countries across Europe. The Group's most recent online shops were established in Belgium and Slovenia last year. "E-commerce enables us to consistently expand our European business. We see our entry into Denmark as a further step towards reaching customers throughout Europe with our curated product range," said Björn Vöhl, Senior Vice President E-Commerce DOUGLAS Group.

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# DOUGLAS

## **ABOUT DOUGLAS**

DOUGLAS is the leading premium beauty group in Europe. Offering more than 160,000 beauty and lifestyle products in online shops, the beauty marketplace and around 2,000 stores, DOUGLAS inspires customers to live their own kind of beauty by offering a previously unparalleled assortment. The continued expansion of the fast-growing e-commerce business is the focus of the #FORWARDBEAUTY.DigitalFirst strategy programme. In fiscal year 2020/21, DOUGLAS generated sales of 3.1 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

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