



Innovation > Retail > In Denmark, supermarket crowdsources suggestions for local products

IN DENMARK, SUPERMARKET CROWDSOURCES SUGGESTIONS FOR LOCAL PRODUCTS



RETAIL

Co-operative grocery superstore SuperBrugsen is getting customers to suggest local products they would like to see on the shelves of their nearest store.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)