

Better For You Packaged Food in Denmark

<https://marketpublishers.com/r/B33B47AE637EN.html>

Date: January 2021

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: B33B47AE637EN

Abstracts

As consumers started working from home and schools closed during the first lockdown in March 2020 as a result of the Danish government's attempt to curb the spread of COVID-19, many Danes turned to cooking traditional Danish meals at home. Subsequently, despite the problematically high salt intake of Danes, this tendency was exacerbated by the home cooking trend, negatively impacting demand for better for you (BFY) packaged food. However, this negative affect was outweighed by non-essential busi...

Euromonitor International's Better For You Packaged Food in Denmark report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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