

Chilled Processed Food in Denmark

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Unlike canned/preserved food and frozen processed food, chilled processed food benefits from a positive image among consumers. They tend to think of chilled food as closer to fresh food and therefore as a more natural, less processed, healthier and better quality option. The trend goes hand-in-hand with the increasing interest in premium food products among Danish consumers. There is a related tendency to conceive of food as more than mere nutrition, but also as lifestyle products and identity...

Euromonitor International's Chilled Processed Food in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

- Get a detailed picture of the Chilled Processed 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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Hectic Lifestyles Make Snack Products Increasingly Popular

Local Brands and Domestic Manufacturers Dominate the Competitive Environment

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Slow Improvement Expected

Key Trends and Developments

in A Concentrated Market, 'niche' Becomes Trendy

the Fat Tax Is Gone, But Health and Wellness Remains

the Popular New Nordic Kitchen Gives Local Manufacturers A Competitive Advantage

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