

Fortified/Functional Packaged Food in Denmark

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Abstracts

COVID-19 had a marginally positive effect on demand for fortified/functional (FF) packaged food in Denmark, with retail value sales increasing slightly during 2020. FF dairy accounted for the bulk of retail value of FF packaged food, with FF yoghurt the only category within FF dairy to have significant sales. Nonetheless, FF sweet biscuits, snack bars and fruit snacks was the category that showed the most retail value sales growth during the year.

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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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COVID-19 has marginal effect on FF packaged food sales as media hype was more centred on health maintenance in other packaged food categories in 2020

Home baking trend negatively impacts FF bread in 2020

Protein loses its status as most popular added ingredient due to gym closures and sport restrictions in 2020

RECOVERY AND OPPORTUNITIES

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