

Free From in Denmark

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Abstracts

As the media focussed on the COVID-19 pandemic in 2020 certain packaged food trends fell by the wayside such as free from gluten. While in recent years free from gluten products were a significant trend with people self-diagnosing gluten allergies and perceived free from gluten products to be healthy, growth in retail value sales of free from gluten products has been slowing over the review period. However, these products saw a small flare-up in sales growth in 2020 as some consumer wanted to in...

Euromonitor International's Free From 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: Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

Why buy this report?

Get a detailed picture of the Free From 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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