

Frozen Processed Food in Denmark

<https://marketpublishers.com/r/F7C1A4E9DBEEN.html>

Date: December 2014

Pages: 72

Price: US\$ 990.00 (Single User License)

ID: F7C1A4E9DBEEN

Abstracts

Danish consumers have a strong preference for fresh products, which are seen as healthier and more natural. In response, branded manufacturers of frozen processed food are striving to change the consumers' perception of their products by launching more premium offerings. They are also communicating recent research which shows that, for instance, frozen vegetables often contain more vitamins than fresh vegetables bought in the supermarket. Consumer preferences are only changing slowly though,...

Euromonitor International's Frozen 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: Frozen Bakery, Frozen Desserts, Frozen Meat Substitutes, Frozen Noodles, Frozen Pizza, Frozen Processed Fish/Seafood, Frozen Processed Potatoes, Frozen Processed Poultry, Frozen Processed Red Meat, Frozen Processed Vegetables, Frozen Ready Meals, Frozen Soup, Other Frozen Processed 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 Frozen 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Frozen Processed Food by Category: Volume 2009-2014

Table 2 Sales of Frozen Processed Food by Category: Value 2009-2014

Table 3 Sales of Frozen Processed Food by Category: % Volume Growth 2009-2014

Table 4 Sales of Frozen Processed Food by Category: % Value Growth 2009-2014

Table 5 Sales of Frozen Processed Fish/Seafood by Type: % Value Breakdown
2009-2014

Table 6 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2009-2014

Table 7 Sales of Frozen Processed Red Meat by Type: % Value Breakdown
2009-2014

Table 8 Sales of Frozen Processed Vegetables by Type: % Value Breakdown
2009-2014

Table 9 Sales of Other Frozen Processed Food by Type: % Value Breakdown
2009-2014

Table 10 NBO Company Shares of Frozen Processed Food: % Value 2010-2014

Table 11 LBN Brand Shares of Frozen Processed Food: % Value 2011-2014

Table 12 Distribution of Frozen Processed Food by Format: % Value 2009-2014

Table 13 Forecast Sales of Frozen Processed Food by Category: Volume 2014-2019

Table 14 Forecast Sales of Frozen Processed Food by Category: Value 2014-2019

Table 15 Forecast Sales of Frozen Processed Food by Category: % Volume Growth
2014-2019

Table 16 Forecast Sales of Frozen Processed Food by Category: % Value Growth
2014-2019

Summary 1 Other Frozen Processed Food: Product Types

Coop Danmark A/S in Packaged Food (denmark)

Strategic Direction

Key Facts

Summary 2 Coop Danmark A/S: Key Facts

Summary 3 Coop Danmark A/S: Operational Indicators

Company Background

Internet Strategy

Summary 4 Coop Danmark A/S: Share of Sales Generated by Internet Retailing

Private Label

Summary 5 Coop Danmark A/S: Private Label Portfolio
Competitive Positioning

Summary 6 Coop Danmark A/S: Competitive Position 2014
Flensted A/S in Packaged Food (denmark)

Strategic Direction

Key Facts

Summary 7 Flensted A/S: Key Facts

Summary 8 Flensted A/S: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Frensted A/S: Competitive Position 2014

Hanegal A/S in Packaged Food (denmark)

Strategic Direction

Key Facts

Summary 10 Hanegal A/S: Key Facts

Summary 11 Hanegal A/S: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 12 Hanegal A/S: Competitive Position 2014

Royal Greenland A/S in Packaged Food (denmark)

Strategic Direction

Key Facts

Summary 13 Royal Greenland A/S: Key Facts

Company Background

Production

Competitive Positioning

Summary 14 Royal Greenland A/S: Competitive Position 2014

Tulip Food Co in Packaged Food (denmark)

Strategic Direction

Key Facts

Summary 15 Tulip Food Co: Key Facts

Company Background

Production

Competitive Positioning

Summary 16 Tulip Food Co: Competitive Position 2014

Executive Summary

Moderate Growth Underpinned by Increasing Interest in Premium Food

Hectic Lifestyles Make Snack Products Increasingly Popular

Local Brands and Domestic Manufacturers Dominate the Competitive Environment

Internet Retailing Remains Underdeveloped

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

Snacks and Convenience Products Target Danes Living A Hectic Life

Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends -foodservice

Prospects

Category Data

Table 17 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 18 Foodservice Sales of Packaged Food by Category: % Volume Growth
2009-2014

Table 19 Forecast Foodservice Sales of Packaged Food by Category: Volume
2014-2019

Table 20 Forecast Foodservice Sales of Packaged Food by Category: % Volume
Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 21 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 22 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 23 Sales of Impulse and Indulgence Products by Category: % Volume Growth
2009-2014

Table 24 Sales of Impulse and Indulgence Products by Category: % Value Growth
2009-2014

Table 25 NBO Company Shares of Impulse and Indulgence Products: % Value
2010-2014

Table 26 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: Volume
2014-2019

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 29 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 30 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 31 Sales of Meal Solutions by Category: Volume 2009-2014

Table 32 Sales of Meal Solutions by Category: Value 2009-2014

Table 33 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 34 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 35 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 36 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 37 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 38 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 39 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 40 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 41 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 42 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 43 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 44 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 45 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 46 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 47 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 48 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 49 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 50 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 51 Sales of Packaged Food by Category: Volume 2009-2014

Table 52 Sales of Packaged Food by Category: Value 2009-2014

Table 53 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 54 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 55 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 56 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 57 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 58 Penetration of Private Label by Category: % Value 2009-2014

Table 59 Distribution of Packaged Food by Format: % Value 2009-2014

Table 60 Distribution of Packaged Food by Format and Category: % Value 2014

Table 61 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 62 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 63 Forecast Sales of Packaged Food by Category: % Volume Growth
2014-2019

Table 64 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Sources

Summary 17 Research Sources

I would like to order

Product name: Frozen Processed Food in Denmark

Product link: <https://marketpublishers.com/r/F7C1A4E9DBEEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F7C1A4E9DBEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970