

HW Dairy Products and Alternatives in Denmark

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Abstracts

Lactose free products continued to be of interest to consumers in Denmark, with sales of these products driven by large brands, such as Arla, Naturm?lk and Thise. Lactose free is a strong trend because of food allergies and lactose intolerance, while at the same time, some Danes have been opting for such foods in the belief that lactose free products are generally healthier than traditional alternatives. The category seems to have growth potential and has not yet peaked. Besides milk, the catego...

Euromonitor International's HW Dairy Products and Alternatives 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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.

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HEALTH AND WELLNESS IN DENMARK

EXECUTIVE SUMMARY

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