

# HW Staple Foods in Denmark

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## Abstracts

Consumers are becoming more concerned about sustainability, climate impact and animal welfare, as well as health issues, which is leading to a decline in meat consumption on a regular basis and promoting a choice of meat free alternatives. Thanks to greater investment by industry players in new product development, such meat free options are becoming closer to meat in terms of their taste, texture and nutritional value. Moreover, price parity of health and wellness options is also being addressed...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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

HW Staple Foods in Denmark  
Euromonitor International  
January 2024

### **LIST OF CONTENTS AND TABLES**

HW STAPLE FOODS IN DENMARK  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Plant-based and meat free staples significantly expand market presence in Denmark while EU legislation poses restrictions on consumption of trans fats  
Organic is the leading claim in health and wellness staple foods in 2022  
No added sugar boosted by media coverage discussing harm of consuming too much sugar

### **PROSPECTS AND OPPORTUNITIES**

Healthy and functional ingredients to help refresh and revitalise staple foods over the forecast period  
Vegan most promising claim in health and wellness staple foods during the forecast period  
Dairy free looks set to expand to include categories other than bread

### **CATEGORY DATA**

Table 1 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 6 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 7 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

2022-2027

HEALTH AND WELLNESS IN DENMARK

EXECUTIVE SUMMARY

Overview

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