

Naturally Healthy Packaged Food in Denmark

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Abstracts

Retail value sales of the NH packaged food category was somewhat positively impacted by the pandemic, but retail value sales of NH high fibre food in particular drove sales of this category in 2020. Many Danes stockpiled these products in March at the start of the first lockdown in 2020 resulting in increased retail value growth. Particularly, NH high fibre sweet biscuits saw significant growth in 2020 as an increased number of Danes worked from home. However, the popularity of home baking had a...

Euromonitor International's Naturally Healthy 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: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy 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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Consumers stockpile NH high fibre food before lockdown but home baking trend affects category negatively

NH honey positively affected by the pandemic due to its versatile and healthy nature

NH high fibre breakfast cereals benefit from entire households being home in 2020

RECOVERY AND OPPORTUNITIES

Heightened consumer interest in health and naturalness will persist beyond the pandemic

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NH high fibre breakfast cereals sales set to grow as consumers refocus on healthy lifestyles

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