

Processed Meat and Seafood in Denmark

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Abstracts

COVID-19 has had a significant impact on processed meat in 2020, reversing several key trends. Over the review period, volume and current value sales of red meat had been decreasing annually, whilst sales of poultry had largely been increasing, showing the transition towards a healthier diet. Meat-eating Danes typically consume almost double the amount of red meat officially recommended by the Danish health authorities and have been slow to decrease their consumption of processed meat, especiall...

Euromonitor International's Processed Meat and Seafood 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Meat Substitutes, Processed Meat, Processed Seafood.

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

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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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Meat-free days and meat-free diets gain popularity, boosting meat alternatives

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