

# HW Staple Foods in Denmark

November 2023

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### 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

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## Health and Wellness in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Overview

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