



HW Staple Foods in Denmark

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based and vegan staples significantly expand market presence in Denmark
Organic is the leading claim in health and wellness staple foods in 2023
No added sugar boosted by media discussions of harmful impact of consuming too much sugar

PROSPECTS AND OPPORTUNITIES

Resilient health focused demand provides strong platform for further development
VAT reduction presents potential for consumers to explore health and wellness claims
Pulses set to play important role in development of health and wellness staple foods

CATEGORY DATA

- Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023
- Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028
- Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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