

# Staple Foods in Denmark

November 2023

Table of Contents

## Staple Foods in Denmark

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

### MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2018-2023

Table 2 - Sales of Staple Foods by Category: Value 2018-2023

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baked Goods in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustainability and health and wellness on the menu in baked goods

Frozen baked goods retain their appeal despite price rises

Private label proving increasingly attractive as retailers expand their product lines

#### PROSPECTS AND OPPORTUNITIES

Local and regional products expected to remain popular

Sustainability the buzz word in baked goods as players look to reduce waste and lower their carbon footprint

Rye bread expected to find its way back onto Danish tables

### CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2018-2023

Table 14 - Sales of Baked Goods by Category: Value 2018-2023

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 - Sales of Pastries by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Baked Goods: % Value 2019-2023

Table 19 - LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 - Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

## Breakfast Cereals in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Breakfast cereals returns to growth in retail volume terms in 2023 despite further price rises

Healthy yet tasty options on trend in breakfast cereals

New flavour options add interest to breakfast cereals

#### PROSPECTS AND OPPORTUNITIES

Private label expected to gain ground in breakfast cereals

Sustainability a pressing concern for consumers and manufacturers

Oats winning over health conscious consumers

#### CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

## Processed Fruit and Vegetables in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Organic products finding favour with Danes

Beans, lentils and peas finding favour with health conscious consumers

Reduction in VAT on fruit and vegetables boosts sales

#### PROSPECTS AND OPPORTUNITIES

Frozen processed potatoes could become less appealing as production costs rise and health concerns grow

Manufacturers targeting a more sustainable future

Health and convenience the overarching trends that are set to drive growth in frozen processed fruit and vegetables

#### CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

## Processed Meat, Seafood and Alternatives To Meat in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Processed poultry sales see retail volume growth in 2023 despite price rises

New product development fuelling demand for meat and seafood substitutes

Tofu comes to the fore thanks to healthy and sustainable image

#### PROSPECTS AND OPPORTUNITIES

Producers could look to reduce the meat content of their products to provide a healthier and more sustainable option

Flavour innovation could help brands to stand out in the market

Sustainability on the menu as consumers become increasingly eco conscious

#### CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

## Rice, Pasta and Noodles in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand stabilises after the pandemic while wheat shortages lead to price pressures in pasta and noodles

Pasta sees investment in new healthy eating options

Private label thriving as consumers look for value

#### PROSPECTS AND OPPORTUNITIES

Locally produced products proving popular

Noodles could benefit growing interest in Asian cooking

Chilled pasta offers the perfect blend of taste and convenience

#### CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023  
Table 69 - NBO Company Shares of Rice: % Value 2019-2023  
Table 70 - LBN Brand Shares of Rice: % Value 2020-2023  
Table 71 - NBO Company Shares of Pasta: % Value 2019-2023  
Table 72 - LBN Brand Shares of Pasta: % Value 2020-2023  
Table 73 - NBO Company Shares of Noodles: % Value 2019-2023  
Table 74 - LBN Brand Shares of Noodles: % Value 2020-2023  
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023  
Table 76 - Distribution of Rice by Format: % Value 2018-2023  
Table 77 - Distribution of Pasta by Format: % Value 2018-2023  
Table 78 - Distribution of Noodles by Format: % Value 2018-2023  
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028  
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028  
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028  
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/staple-foods-in-denmark/report](http://www.euromonitor.com/staple-foods-in-denmark/report).