



HW Snacks in Denmark

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to pre-pandemic lifestyles and boom in demand, while legislation tightens around trans fats across the EU

Organic leads health and wellness snacks in 2022 as products are perceived to be higher quality

Plant-based health and wellness snacks on the up

PROSPECTS AND OPPORTUNITIES

A variety of health and wellness innovations to launch in savoury snacks over the forecast period

Vegan shows promise in health and wellness snacks during the forecast period, particularly in sugar confectionery

Intensifying legislative pressure linked to rising obesity rates will boost demand for no salt and better for you foods over forecast period

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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/hw-snacks-in-denmark/report.