

# HW Cooking Ingredients and Meals in Denmark

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plant-based and meat-free grow in popularity in Denmark while EU legislation reduces trans fats consumption

Organic is the leading claim in health and wellness cooking ingredients and meals in 2022

Dairy free records positive performance within health and wellness cooking ingredients and meals

#### PROSPECTS AND OPPORTUNITIES

Danes to seek healthier options over the forecast period, benefiting better for you and natural claims

Organic to remain the most promising claim in health and wellness cooking ingredients and meals over the forecast period

No allergens set to record positive growth rate over the forecast period

#### CATEGORY DATA

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### Health and Wellness in Denmark - Industry Overview

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Overview

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