

Cooking Ingredients and Meals in Denmark

Market Direction | 2022-11-03 | 48 pages | Euromonitor

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Report description:

Among the most prevalent trends in cooking ingredients and meals in Denmark in 2022 were a return to pre-pandemic habits and a return of the convenience trend, as people went back to work and children and students resumed face to face classes. Hectic lifestyles and less time spent at home reduced the recent rise in home cooking, with consumers seeking more convenience in the form of meals and soups.

Euromonitor International's Cooking Ingredients and Meals in Denmark report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cooking Ingredients and Meals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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EDIBLE OILS IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Record high prices stimulate consumer switches within the category while consumption of olive oil is sustained thanks to its healthier credentials

Retailers respond to rising inflation and product shortages by imposing purchasing limits and introducing fixed prices for a limited time period

A return to pre-pandemic norms reduces recent trend in home cooking and home entertaining

PROSPECTS AND OPPORTUNITIES

Demand remains strong despite above inflation price increases and long-term pressure on demand as edible oils are a necessity for many consumers and industries

Consumers embrace greater variety as they experiment with more foods and ingredients and seek to make savings

Rising prices and product shortages stimulate a shift in consumer cooking habits

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Variety and freshness and modern freezing methods encourage sales of frozen meals and soups while chilled offerings are popular among younger generations

Growing demand for plant-based ready meals leads to growth in the number of varieties available and offers opportunities for industry players to expand

Widening range of flavours in meals and soups as Danes embrace foreign cuisines

PROSPECTS AND OPPORTUNITIES

In addition to time saving and convenience, environmental consciousness, sustainability and health and wellness drive meals and soups over the forecast period

Growing demand for prepared salads and wider offerings stimulate category sales

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KEY DATA FINDINGS

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Inflationary pressures force companies to seek ways to cut costs and stimulate a preference for local brands

Growing premiumisation trend in sauces, dips and condiments also drives demand for organic products

PROSPECTS AND OPPORTUNITIES

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Strong potential for vegan and plant-based options in sauces, dips and condiments over the forecast period
Growth in hummus stems from the popularity of Middle Eastern cuisine and the wide range of brands and private label available
Growing demand for healthier options stimulates new launches of reduced fat, salt and sugar variants in cooking and table sauces

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KEY DATA FINDINGS

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Growing demand for organic supports sales of jams and preserves with industry players responding with appropriate product launches
Industry players endeavour to boost consumption moments for honey in a bid to alleviate the impact of recent labelling controversies

PROSPECTS AND OPPORTUNITIES

Strong growth of chocolate spreads boosted by steady demand for small indulgences, while nut and seed based spreads benefits from a higher protein content
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