

Edible Oils in Denmark

Market Direction | 2022-11-03 | 19 pages | Euromonitor

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Report description:

Edible oils experienced record unit price increases in 2022, particularly in sunflower oil and rapeseed oil. This was caused by supply shortages which in turn forced consumers to switch to other categories of edible oils. Nonetheless, despite the high price increases, edible oils as a whole remains relatively affordable enabling volume sales for the overall category to register only a modest decline.

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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 reliable information resources to help drive informed strategic planning.

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Table of Contents:

Edible Oils in Denmark
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List Of Contents And Tables

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

CATEGORY DATA

Table 1 Sales of Edible Oils by Category: Volume 2017-2022

Table 2 Sales of Edible Oils by Category: Value 2017-2022

Table 3 Sales of Edible Oils by Category: % Volume Growth 2017-2022

Table 4 Sales of Edible Oils by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Edible Oils: % Value 2018-2022

Table 6 LBN Brand Shares of Edible Oils: % Value 2019-2022

Table 7 Distribution of Edible Oils by Format: % Value 2017-2022

Table 8 Forecast Sales of Edible Oils by Category: Volume 2022-2027

Table 9 Forecast Sales of Edible Oils by Category: Value 2022-2027

Table 10 □Forecast Sales of Edible Oils by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Edible Oils by Category: % Value Growth 2022-2027

COOKING INGREDIENTS AND MEALS IN DENMARK

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

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Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 21 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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