

Processed Meat, Seafood and Alternatives To Meat in Denmark

Market Direction | 2022-11-16 | 23 pages | Euromonitor

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Report description:

Demand for plant-based food is growing rapidly due to growing consumer concerns over the environment, their health and animal welfare. This demand is behind the large number of plant-based innovations being seen in meat and seafood substitutes in 2021/2022, with these covering more consumption occasions and helping to support dynamic growth in the category. For example, large local meat producer Danish Crown (GBO) entered the category in January 2022 under the brand Den Gronne Slagter (The Green...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Barbeques and snack-sized portions driving demand

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