

## **Coffee in Denmark**

Market Direction | 2022-12-06 | 22 pages | Euromonitor

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### **Report description:**

As lifestyles returned to a greater degree of normality in 2022 there was a slight shift in consumption from the home to consumer foodservice outlets. This resulted in solid growth in on-trade sales and lower volume sales growth in the off-trade compared to rates that had been recorded during the pandemic. Danes especially love to drink coffee in the workplaces therefore the lifting of restrictions gave them more opportunity to do so. Nevertheless, off-trade value sales witnessed strong growth i...

Euromonitor International's Coffee in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- \* Get a detailed picture of the Coffee 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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Euromonitor International  
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Growth in foodservice as lifestyles return to normal while retail sales slow compared to the pandemic years

Slight slowdown in retail e-commerce as consumers return to shopping in store

Demand grows for organic coffee in 2022

##### PROSPECTS AND OPPORTUNITIES

Preference for high quality brands puts pressure on private label in coffee over the forecast period

Positive growth for retail e-commerce though some slowdown expected as consumers return to pre-pandemic shopping habits

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