

## **Meals and Soups in Denmark**

Market Direction | 2022-11-03 | 20 pages | Euromonitor

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### **Report description:**

Variety and freshness are proving key in the further development of ready meals. Efficient supply chains that promote freshness as well as greater attention to ingredients are enabling more appetising ready meal products. Flash freezing and day fresh products are elevating the category with such products increasingly meeting the expectations of Danish consumers.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
November 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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

Growing demand for convenience benefits soups and stimulates further development attracting new players and more interesting flavour profiles

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