

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.

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Table of Contents:

Meals and Soups in Denmark
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List Of Contents And Tables

MEALS AND SOUPS IN DENMARK

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

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2017-2022

Table 2 Sales of Meals and Soups by Category: Value 2017-2022

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2017-2022

Table 4 Sales of Meals and Soups by Category: % Value Growth 2017-2022

Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2017-2022

Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2017-2022

Table 7 Sales of Soup by Leading Flavours: Rankings 2017-2022

Table 8 NBO Company Shares of Meals and Soups: % Value 2018-2022

Table 9 LBN Brand Shares of Meals and Soups: % Value 2019-2022

Table 10 □Distribution of Meals and Soups by Format: % Value 2017-2022

Table 11 □Forecast Sales of Meals and Soups by Category: Volume 2022-2027

Table 12 □Forecast Sales of Meals and Soups by Category: Value 2022-2027

Table 13 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2022-2027

Table 14 □Forecast Sales of Meals and Soups 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 15 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

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Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 21 Penetration of Private Label by Category: % Value 2017-2022

Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 26 □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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