

Baked Goods in Denmark

Market Direction | 2023-11-23 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The health and wellness movement continues to drive demand for organic and eco-friendly products within baked goods. Even though many Danes are on the lookout for cost-effective options, they are increasingly open to paying a premium for products that offer health advantages and/or which are environmentally friendly. Numerous brands, including private label ones, are offering more bread options with popular functional ingredients such as vegetables and legumes, grains, and seeds, as well as prod...

Euromonitor International's Baked Goods 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Baked Goods in Denmark
Euromonitor International
November 2023

List Of Contents And Tables

BAKED GOODS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability and health and wellness on the menu in baked goods

Frozen baked goods retain their appeal despite price rises

Private label proving increasingly attractive as retailers expand their product lines

PROSPECTS AND OPPORTUNITIES

Local and regional products expected to remain popular

Sustainability the buzz word in baked goods as players look to reduce waste and lower their carbon footprint

Rye bread expected to find its way back onto Danish tables

CATEGORY DATA

Table 1 Sales of Baked Goods by Category: Volume 2018-2023

Table 2 Sales of Baked Goods by Category: Value 2018-2023

Table 3 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 4 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 5 Sales of Pastries by Type: % Value 2018-2023

Table 6 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 7 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 8 Distribution of Baked Goods by Format: % Value 2018-2023

Table 9 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 10 □Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 11 □Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

STAPLE FOODS IN DENMARK

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 13 Sales of Staple Foods by Category: Volume 2018-2023

Table 14 Sales of Staple Foods by Category: Value 2018-2023

Table 15 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 16 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 18 LBN Brand Shares of Staple Foods: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Staple Foods by Format: % Value 2018-2023

Table 21 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 22 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Baked Goods in Denmark

Market Direction | 2023-11-23 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-02
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com