

## **HW Cooking Ingredients and Meals in Denmark**

Market Direction | 2023-11-06 | 13 pages | Euromonitor

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### **Report description:**

Environmental and animal welfare care, as well as health concerns, are providing a boost to sales of plant-based, meat free, and vegan cooking ingredients and meals. Organic-focused consumers also often look for foods to enable them to substitute animal proteins, while almost half of all plant-based product launches in Denmark since 2013 have also been organic. This strong consumer interest in plant-based and meat-free options in nutrition in Denmark is also being supported by the government's g...

Euromonitor International's HW Cooking Ingredients and Meals in Denmark report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Plant-based and meat-free grow in popularity in Denmark while EU legislation reduces trans fats consumption

Organic is the leading claim in health and wellness cooking ingredients and meals in 2022

Dairy free records positive performance within health and wellness cooking ingredients and meals

#### **PROSPECTS AND OPPORTUNITIES**

Danes to seek healthier options over the forecast period, benefiting better for you and natural claims

Organic to remain the most promising claim in health and wellness cooking ingredients and meals over the forecast period

No allergens set to record positive growth rate over the forecast period

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