

## **HW Snacks in Denmark**

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

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### **Report description:**

During the COVID-19 pandemic era there was an increase in sales of indulgence and comfort food, such as cookies, and confectionery. However, by 2022, there was a marked return to normality, with people seeking out products that were better for them. Health continued to play an increasing role in consumer food choices in 2022 with Danes known for their desire to adopt healthy and sustainable lifestyles. This trend also boosted sales of health and wellness snacks.

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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reliable information resources to help drive informed strategic planning.

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HW Snacks in Denmark  
Euromonitor International  
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Return to pre-pandemic lifestyles and boom in demand, while legislation tightens around trans fats across the EU

Organic leads health and wellness snacks in 2022 as products are perceived to be higher quality

Plant-based health and wellness snacks on the up

#### **PROSPECTS AND OPPORTUNITIES**

A variety of health and wellness innovations to launch in savoury snacks over the forecast period

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