

## **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.

## **Table of Contents:**

HW Snacks in Denmark  
Euromonitor International  
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List Of Contents And Tables

### **HW SNACKS IN DENMARK**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

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

Vegan shows promise in health and wellness snacks during the forecast period, particularly in sugar confectionery

Intensifying legislative pressure linked to rising obesity rates will boost demand for no salt and better for you foods over forecast period

#### **CATEGORY DATA**

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 7 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

### **HEALTH AND WELLNESS IN DENMARK**

#### **EXECUTIVE SUMMARY**

Overview

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