

Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark

Market Direction | 2024-07-09 | 28 pages | Euromonitor

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Report description:

Overall, sweet biscuits, snack bars and fruit snacks in Denmark faces challenges in achieving stable overall retail volume growth due to strong competition from other snacks like confectionery. Over 2024, retail volume sales are projected to continue to decline slightly. However, this is mainly due to the maturity of the dominant category, sweet biscuits, which is expected to post a moderate drop in retail volume sales. Meanwhile, albeit from much lower bases, both fruit snacks and snack bars ar...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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:

Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark
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July 2024

List Of Contents And Tables

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising unit prices maintain retail current value growth trajectories

Players introduce new flavours to capture the growing audience for protein/energy bars

Private label continues to put pressure on branded rivals

PROSPECTS AND OPPORTUNITIES

Local players are well placed to capitalise on a "Go Danish" preference

Health and wellness trend to stimulate the direction of new product developments

Sustainability is a watchword for get-ahead manufacturers

CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 9 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 10 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 11 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 12 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 13 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 14 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 15 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 16 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 17 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 18 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 19 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

SNACKS IN DENMARK

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2019-2024

Table 22 Sales of Snacks by Category: Value 2019-2024

Table 23 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 24 Sales of Snacks by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Snacks: % Value 2020-2024

Table 26 LBN Brand Shares of Snacks: % Value 2021-2024

Table 27 Penetration of Private Label by Category: % Value 2019-2024

Table 28 Distribution of Snacks by Format: % Value 2019-2024

Table 29 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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