

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

Market Direction | 2024-07-31 | 17 pages | Euromonitor

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### **Report description:**

Organic remained the leading claim in health and wellness cooking ingredients in Denmark in 2023. Danes are prodigious consumers of organic food, and 26% of 2023 Health and Nutrition survey respondents sought 100% organic products. Furthermore, the direction of the health and wellness trend is tying it ever more closely to ethical concerns around social and environmental sustainability. The organic claim, therefore, resonates with the evolving character of consumer concerns, as organic products...

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 2019-2023, 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 2028 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  
July 2024

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HW COOKING INGREDIENTS AND MEALS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic claim ties together health and wellness and environmental concerns  
Plant-based, vegan and vegetarian claims also benefit from health and environmental concerns  
Reducing sugar, fat and salt content

PROSPECTS AND OPPORTUNITIES

Mainstream distribution and private label development  
Important role for locally produced cooking ingredients and meals  
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HEALTH AND WELLNESS IN DENMARK

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Consumer diet trends  
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Blood pressure and cholesterol levels  
Diabetes prevalence

DISCLAIMER

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