

## **HW Dairy Products and Alternatives in Denmark**

Market Direction | 2024-07-31 | 18 pages | Euromonitor

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### **Report description:**

The lactose free claim saw a fall in both volume and value sales in Denmark in 2023. However, the longer term trend is upward. Sales of lactose free products remain significantly higher than at the beginning of the review period, and the claim is expected to return to growth in 2024. Lactose free products continue to be of interest to consumers in Denmark, with sales of these products driven by large brands, such as Arla, Naturm?lk and Thise. While only a relatively small proportion of the Danis...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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 Dairy Products and Alternatives in Denmark

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List Of Contents And Tables

### **HW DAIRY PRODUCTS AND ALTERNATIVES IN DENMARK**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Lactose free dairy remains relevant to many Danish consumers

Organic claim hit by financial pressures on consumers

Investment in plant-based products continues despite economic challenges

#### **PROSPECTS AND OPPORTUNITIES**

New tax could hit organic segment, while private label is set to play important role in maintaining demand

Government efforts likely to boost plant-based consumption

Increasing emphasis on fortification and functionality claims

#### **CATEGORY DATA**

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

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

#### **EXECUTIVE SUMMARY**

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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