

## **HW Staple Foods in Denmark**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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### **Report description:**

Health and wellness trends are becoming increasingly aligned with ethical considerations in consumer purchasing decisions. Consumers are becoming more concerned about social and environmental sustainability, climate impact and animal welfare, as well as health issues. All these factors are contributing to a decline in meat consumption and generating demand for plant-based alternatives. Thanks to greater investment by industry players in new product development, plant-based meat substitute option...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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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HW Staple Foods in Denmark  
Euromonitor International  
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**HW STAPLE FOODS IN DENMARK**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Plant-based and vegan staples significantly expand market presence in Denmark  
Organic is the leading claim in health and wellness staple foods in 2023  
No added sugar boosted by media discussions of harmful impact of consuming too much sugar

**PROSPECTS AND OPPORTUNITIES**

Resilient health focused demand provides strong platform for further development  
VAT reduction presents potential for consumers to explore health and wellness claims  
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Health and wellness in focus  
Consumer weight trends  
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Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

**DISCLAIMER**

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