

## **Baby Food in Denmark**

Market Direction | 2024-08-19 | 20 pages | Euromonitor

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### **Report description:**

Despite a slight increase in the national birth rate, the Danish market for baby food is expected to continue its downward trajectory in retail volume terms in 2024. This decline is largely driven by the high cost of living, which has prompted parents to manage their household budgets more effectively. Additionally, there is a growing trend towards home-made baby food made from fresh, organic ingredients that parents perceive as offering superior nutritional value. In response to this shift, man...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- \* Get a detailed picture of the Baby Food 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  
August 2024

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## SOURCES

### Summary 1 Research Sources

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