

Butter and Spreads in Denmark

Market Direction | 2024-08-19 | 17 pages | Euromonitor

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Report description:

The market for butter and spreads in Denmark is poised for positive, albeit modest, growth in retail volume terms in 2024. This is in spite of the continued decline of margarine, in the face of a growing consumer preference for less processed options. Many consumers are concerned about the potential health risks associated with margarine, including its links to cardiovascular issues, due to the inclusion of partially hydrogenated oils (trans fats. By contrast, Danes are increasingly favouring bu...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and 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 Butter and Spreads 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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