

Meals and Soups in Denmark

Market Direction | 2024-10-29 | 20 pages | Euromonitor

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Report description:

Frozen ready meals has experienced a surge in popularity in Denmark in the latter years of the review period, driven by the convenience and longer shelf life of these products, and their ability to provide quick, nutritious meal options. Danish consumers appreciate the practicality of frozen ready meals, as they can be easily stored and prepared on-demand, fitting seamlessly into busy lifestyles. This strong demand is encouraging players to launch new products which is adding variety to the mark...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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MEALS AND SOUPS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Frozen ready meals thriving thanks to convenience and growing variety of options
Retailers look to fend off competition from takeaway with new private label lines
Meal kits provide a convenient solution for preparing home cooked meals

PROSPECTS AND OPPORTUNITIES

Organic options could find favour as the economy improves
Soup is expected to benefit from investment in new options including premium and more sustainable products
Players could focus on promoting the taste of their products to win over consumers

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COOKING INGREDIENTS AND MEALS IN DENMARK

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