

## **Sweet Spreads in Denmark**

Market Direction | 2024-10-29 | 19 pages | Euromonitor

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### **Report description:**

Sales of honey in Denmark have been struggling in recent years and volume sales have continued to decline in 2024, primarily due to consumer price sensitivity and growing competition from alternative sweeteners like agave, stevia, and maple syrup. While there is still some interest in premium, organic, and flavoured honey, overall sales have been affected by the higher cost of local honey production and cheaper imported varieties. Climate-related challenges have been impacting bee populations an...

Euromonitor International's Sweet 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet 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.

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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October 2024

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