



Euromonitor
International

Consumer Foodservice By Location in Denmark

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone locations dominate but growth is seen across the market

INDUSTRY PERFORMANCE

Lodging locations expand reach by targeting locals

Standalone outlets show resilience by adapting to evolving market demands

Consumers balance quality with value depending on the dining situation

WHAT'S NEXT?

Hotels expected to focus on promoting their restaurants as standalone locations

Positive outlook for standalone locations

Players will need to exploit the strengths of their locations to succeed

Urbanisation and an ageing population expected to influence the market's development

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Consumer Foodservice in Denmark - Industry Overview

EXECUTIVE SUMMARY

Players focus on offering value and experiences to counter inflation

Key Data Findings

INDUSTRY PERFORMANCE

Price increases drive value growth

Fulfilment a growing focus of foodservice operators

Operators look to build loyalty through new concepts and digital engagement

WHAT'S NEXT?

Bright outlook for consumer foodservice as the economy improves
Players expected to focus on service delivery and location strategies to win share
Localisation and food waste strategies help tackle sustainability concerns

COMPETITIVE LANDSCAPE

McDonald's retains the lead
Pincho Nation benefits from offering experience-driven dining
Return of Subway with enhanced digital ordering experience

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Food Nation opens new Visitor Centre

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