



Euromonitor
International

Cooking Ingredients and Meals in Denmark

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Cooking Ingredients and Meals in Denmark

EXECUTIVE SUMMARY

Home cooking trend and sales of essential cooking items boost sales

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INDUSTRY PERFORMANCE

Health and wellness trends remain in force but fail to fuel innovation

Sustainability concerns centre on packaging formats

Convenience demand drives development

WHAT'S NEXT?

Home cooking trend to ensure sustained demand with future growth driven by innovation

Private label will benefit from increased investment

Discounters as persistently favoured channel

COMPETITIVE LANDSCAPE

Coop continues to lead thanks to strong private label portfolio

HelloFresh sees fastest growth fuelled by meal-kit delivery offer

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Retail e-commerce and convenience store enjoy rapid rises

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Sunflower oil rises most rapidly as supply challenges subside

WHAT'S NEXT?

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Sustainability likely to take a back seat to price considerations

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Busy lifestyles will ensure demand for quick and easy meals remains strong

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Distribution will further shape demand through innovative urban retail formats

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Private label player Coop Danmark remains overall leaders in 2025

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COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

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Indulgence as key growth driver amid rising health awareness

Sustainability trends will support local produce and eco-friendly formats

COMPETITIVE LANDSCAPE

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country-specific local insight and comprehensive data, unavailable elsewhere.

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