



Euromonitor
International

Meals and Soups in Denmark

November 2025

Table of Contents

Meals and Soups in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meals and soups impacted by high prices and demand for convenient food options

INDUSTRY PERFORMANCE

Convenience remains major trend shaping category progress

Food kits drives overall growth, while chilled pizza continues to benefit from convenience demand

WHAT'S NEXT?

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

Health sustainability concerns set to boost prevalence of lean and green options

Distribution will further shape demand through innovative urban retail formats

COMPETITIVE LANDSCAPE

Private label player Coop Danmark remains overall leaders in 2025

Meal-kit model proves popular and propels HelloFresh's expansion

CHANNELS

Discounters leads thanks to attractive offer of value and variety

Retail e-commerce rises fastest as online platforms gain ground

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Denmark - Industry Overview

EXECUTIVE SUMMARY

Home cooking trend and sales of essential cooking items boost sales

KEY DATA FINDINGS

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

CHANNELS

Discounters remains leading distribution channel
Retail e-commerce and convenience store enjoy rapid rises

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-denmark/report.