



Euromonitor
International

Health and Wellness in Denmark

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EXECUTIVE SUMMARY

Clean label, fortified and functional innovation drives demand in Danish food and drink

INDUSTRY PERFORMANCE

Plant-based, fortified and functional innovation drives sales of food and drink in Denmark
Demand for transparency and sustainability supported sales of health claims in 2024

WHAT'S NEXT

Rising demand for low-calorie, functional, and clean label foods is expected in Denmark

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HW Hot Drinks in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Organic and natural claims support sales of hot drinks in Denmark

INDUSTRY PERFORMANCE

Clean ingredients and speciality offerings influence hot drinks in Denmark in 2024
Organic remains a key health claim, supporting sales of hot drinks in Denmark
Natural and clean ingredients drive growth and premiumisation in Denmark's hot drinks

WHAT'S NEXT

Premium, clean, and organic hot drinks are set to respond to health-conscious demands
Rising disposable income and expanded product ranges are set to support sales of organic hot drinks
Natural hot drinks are expected to grow as manufacturers expand ranges across different price points

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HW Soft Drinks in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health demands support sales of no sugar and functional claims in soft drinks

INDUSTRY PERFORMANCE

No sugar and fortified/functional claims support sales of soft drinks in 2024
No sugar variants drive growth as consumers migrate from traditional soft drinks
The natural positioning remains important but faces competition from functional variants

WHAT'S NEXT

Lower calorie and fortified/functional innovations are set to shape soft drinks in Denmark

No sugar claims are expected to drive innovation across soft drinks in Denmark

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[HW Snacks in Denmark](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health, indulgence, and plant based trends fuel demand for snacks in Denmark

INDUSTRY PERFORMANCE

Snack consumption in Denmark reflects the tension between health awareness and indulgence

Vegetarian and organic claims support sales as consumers seek natural, healthier options

No added sugar remains a leading claim despite Denmark's enduring taste for sweetness

WHAT'S NEXT

No fat, weight management and high protein claims are set to be key drivers of growth

The vegetarian claim is set to strengthen as plant based snacking gains momentum in Denmark

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[HW Dairy Products and Alternatives in Denmark](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Probiotics, high protein, and plant-based innovations respond to health demands in Denmark

INDUSTRY PERFORMANCE

Health and wellness claims support innovation across dairy products and alternatives in Denmark

Rising prices and shifting perceptions challenge sales of organic dairy in Denmark

Rising demand for low fat dairy drives product innovation in Denmark during 2024

WHAT'S NEXT

Probiotics, protein, and plant-based claims are set to support health focus innovation

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[HW Cooking Ingredients and Meals in Denmark](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health, sustainability and flavour drive trends in cooking ingredients and meals

INDUSTRY PERFORMANCE

Health and sustainability trends support organic, plant-based and low sugar claims

Slowing organic sales are offset by policy support and retail expansion in Denmark

Retail-led expansion accelerates vegetarian and vegan offerings in Danish cooking ingredients and meals

WHAT'S NEXT

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HW Staple Foods in Denmark

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for low sugar, plant based, high fibre, and organic staple foods drives sales

INDUSTRY PERFORMANCE

Health awareness, sustainability, and functionality influence staple foods in Denmark
Organic positioning remains resilient in staple foods despite price pressure
Gluten free and high fibre claims support health focused innovation in staple foods

WHAT'S NEXT

Low sugar, salt and fat products are expected to perform well, while the flexitarian population continues to expand
Organic staple foods are expected to remain influential despite economic and policy challenges
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