



Processed Fruit and Vegetables in Denmark

November 2025

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Processed Fruit and Vegetables in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, convenience and demand for plant-based options drive value sales

INDUSTRY PERFORMANCE

Growth in processed fruit and vegetables is driven by convenience, affordability, and shelf stability

Shelf-stable beans drive value growth as Danes seek affordable, plant-based nutrition

WHAT'S NEXT?

Processed fruit and vegetables is set to sustain steady growth as affordability and convenience remain key

Health-conscious Danes are expected to boost demand for natural and organic processed vegetables

EU policy support strengthens demand for legumes and shelf-stable vegetables

COMPETITIVE LANDSCAPE

Coop Danmark A/S maintains its leadership through affordability and nationwide reach

Orkla Foods Danmark A/S strengthens its position through trusted brands and everyday staples

CHANNELS

Discounters consolidates its leadership in distribution by combining affordability with everyday convenience

Retail e-commerce gains traction as consumers embrace digital convenience for everyday staples

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Staple Foods in Denmark - Industry Overview

EXECUTIVE SUMMARY

Steady growth in staple foods is driven by necessity, convenience, and sustainability

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Steady growth is driven by necessity and occasional indulgence

The expansion of private label influences staple foods in 2025

A focus on sustainability and local sourcing rises in Denmark during 2025

WHAT'S NEXT?

Steady growth in staple foods is set to be driven by necessity and evolving consumer preferences

Rising health and wellness concerns drive change in staple food portfolios

Distribution channels are set to evolve amid cost pressures and convenience trends

COMPETITIVE LANDSCAPE

Coop Danmark A/S maintains its leadership in staple foods despite a slight share decline

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Retail e-commerce grows as consumers appreciate convenience and flexibility

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