



Butter and Spreads in Denmark

August 2025

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Butter and Spreads in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy current value growth for butter and spreads in 2025, due to rising prices
Arla remains the leading player, gaining share and strengthening its position
Discounters leads sales while e-commerce continues to build its base

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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