



Cooking Ingredients and Meals in Denmark

November 2025

Table of Contents

Cooking Ingredients and Meals in Denmark

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 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

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

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

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

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Denmark's edible oils market sees value growth driven by both high prices and price sensitivity

INDUSTRY PERFORMANCE

Value sales rise while volume growth struggles amid persistently elevated prices

Sunflower oil rises most rapidly as supply challenges subside

WHAT'S NEXT?

Continued value growth forecast for edible oils with private label as key driver

Wellness set to remain major trend

Sustainability likely to take a back seat to price considerations

COMPETITIVE LANDSCAPE

Coop Danmark maintains leadership over edible oils in 2025

Dagrofa enjoys fastest growth among companies

CHANNELS

Distribution patterns remain stable, with discounters still in the lead

Though rising from a small base, e-commerce records fastest expansion in 2025

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Denmark](#)

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

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sauces, dips and condiments driven by new offerings used to spice up home cooked meals

INDUSTRY PERFORMANCE

Innovation drives category growth as Danes show greater interest in experimenting with taste and flavour

Pickled products rises fastest while liquid recipe sauces benefits from quick and easy meal solutions

WHAT'S NEXT?

Demand for variety in home cooking will ensure further growth for sauces, dips and condiments

Natural and organic trends to lead to cleaner ingredients

Hot sauces to benefit from rising interest in global cuisine

COMPETITIVE LANDSCAPE

Coop Danmark remains popular leader thanks to fair pricing policies and persistent quality

CHANNELS

Discounters leads distribution with the likes of Lidl luring customers through affordable options

E-commerce enjoys fastest expansion as consumers continue to shift to online shopping

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier sweet spreads become more popular in Denmark

INDUSTRY PERFORMANCE

Sweet spreads remain central to Danish consumption traditions

Nut and seed based spreads rises fastest, thanks to nutritional profile

WHAT'S NEXT?

Demand set to remain stable over forecast period

Indulgence as key growth driver amid rising health awareness

Sustainability trends will support local produce and eco-friendly formats

COMPETITIVE LANDSCAPE

Ferrero Scandinavia leads with iconic Nutella brand

Rigoni di Asiago races ahead with organic offer

CHANNELS

Discounters leads distribution for sweet spreads in 2025

E-commerce enjoys fastest growth among channels

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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