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# Plant-Based Dairy in Denmark

August 2025

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Robust current value and volume growth supported by price increases and expansion within discounters

Naturli gains notable share and retains its solid category lead

Discounters leads sales once again, as price-sensitivity drives consumers towards private labels

#### PROSPECTS AND OPPORTUNITIES

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Health and wellness will remain a key driver of product development

Brands expected to opt into sustainability initiatives to remain relevant and on-trend

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