



**Euromonitor
International**

HW Snacks in Denmark

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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
No added sugar products are expected to gain traction amid rising sugar and chocolate prices

CATEGORY DATA

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Health and Wellness in Denmark - Industry Overview

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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