



Euromonitor
International

HW Dairy Products and Alternatives in Denmark

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Probiotics, high protein, and plant-based innovations respond to health demands in Denmark

INDUSTRY PERFORMANCE

Health and wellness claims support innovation across dairy products and alternatives in Denmark

Rising prices and shifting perceptions challenge sales of organic dairy in Denmark

Rising demand for low fat dairy drives product innovation in Denmark during 2024

WHAT'S NEXT

Probiotics, protein, and plant-based claims are set to support health focus innovation

Organic milk faces challenges as price pressures shift consumer demand to other health-focused options

Low-fat dairy products are set to gain share, benefiting both consumers and producers

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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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