



# Cooking Ingredients and Meals in Denmark

November 2023

Table of Contents

## Cooking Ingredients and Meals in Denmark

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

[Edible Oils in Denmark](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Edible oils suffers high prices and falling sales, while olive oil benefits from healthy positioning

Health and wellness trends positively impact demand for rapeseed oil

Private label players broaden portfolios

#### PROSPECTS AND OPPORTUNITIES

Preference for local produce to gain ground, while consumers will experiment further

Volume sales likely to dip further

Private label players benefit from economic pressures

### CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Meals and Soups in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Frozen products prove popular thanks to healthy positioning  
Plant-based varieties remain of interest despite some stagnation  
Consumers keen to experiment push expansion in foreign cuisines

#### PROSPECTS AND OPPORTUNITIES

Potential for private label players to push growth in health products, while salads see progress  
Local production to remain key growth driver  
Convenience trend to support sales in several segments

#### CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023  
Table 25 - Sales of Meals and Soups by Category: Value 2018-2023  
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023  
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023  
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023  
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023  
Table 30 - Sales of Soup by Leading Flavours: Rankings 2018-2023  
Table 31 - NBO Company Shares of Meals and Soups: % Value 2019-2023  
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2020-2023  
Table 33 - Distribution of Meals and Soups by Format: % Value 2018-2023  
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028  
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2023-2028  
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028  
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Sauces, Dips and Condiments in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Category products offer both convenience and home cooked comfort  
Health trends and premiumisation expand category  
Sustainability is central concern

#### PROSPECTS AND OPPORTUNITIES

Consumers' love of experimentation, along with health trends, will drive innovation  
Local, sustainable and organic are highly sought after by Danes  
Private label to see further expansion, while hummus will grow in dips

#### CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023  
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023  
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023  
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023  
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023  
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023  
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023  
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023  
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

## Sweet Spreads in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume goes down as value goes up

Honey's woes persist

Sustainable and organic options remain popular

#### PROSPECTS AND OPPORTUNITIES

Organic preferences offer further growth potential, while texture and flavour remain important

Sustainability to continue shaping demand, while nut and seed based spreads will benefit from persistent health trends

Domestic brands will push sales

#### CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 52 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 58 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-denmark/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-denmark/report).