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International

# Processed Meat, Seafood and Alternatives To Meat in Denmark

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Processed poultry sales see retail volume growth in 2023 despite price rises

New product development fuelling demand for meat and seafood substitutes

Tofu comes to the fore thanks to healthy and sustainable image

### PROSPECTS AND OPPORTUNITIES

Producers could look to reduce the meat content of their products to provide a healthier and more sustainable option

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