



Meals and Soups in Denmark

November 2023

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Meals and Soups in Denmark - Category analysis

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

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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

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