



HW Cooking Ingredients and Meals in Denmark

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic claim ties together health and wellness and environmental concerns
Plant-based, vegan and vegetarian claims also benefit from health and environmental concerns
Reducing sugar, fat and salt content

PROSPECTS AND OPPORTUNITIES

Mainstream distribution and private label development
Important role for locally produced cooking ingredients and meals
Growth for dairy free and plant-based claims

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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