



# Health and Wellness in Denmark

January 2026

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## Health and Wellness in Denmark

### 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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## HW Hot Drinks in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Organic and natural claims support sales of hot drinks in Denmark

### INDUSTRY PERFORMANCE

Clean ingredients and speciality offerings influence hot drinks in Denmark in 2024  
Organic remains a key health claim, supporting sales of hot drinks in Denmark  
Natural and clean ingredients drive growth and premiumisation in Denmark's hot drinks

### WHAT'S NEXT

Premium, clean, and organic hot drinks are set to respond to health-conscious demands  
Rising disposable income and expanded product ranges are set to support sales of organic hot drinks  
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Rising health demands support sales of no sugar and functional claims in soft drinks

### INDUSTRY PERFORMANCE

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No sugar variants drive growth as consumers migrate from traditional soft drinks  
The natural positioning remains important but faces competition from functional variants

## WHAT'S NEXT

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## KEY DATA FINDINGS

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Health, indulgence, and plant based trends fuel demand for snacks in Denmark

## INDUSTRY PERFORMANCE

Snack consumption in Denmark reflects the tension between health awareness and indulgence

Vegetarian and organic claims support sales as consumers seek natural, healthier options

No added sugar remains a leading claim despite Denmark's enduring taste for sweetness

## WHAT'S NEXT

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## KEY DATA FINDINGS

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

## INDUSTRY PERFORMANCE

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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

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## INDUSTRY PERFORMANCE

Health and sustainability trends support organic, plant-based and low sugar claims

Slowing organic sales are offset by policy support and retail expansion in Denmark

Retail-led expansion accelerates vegetarian and vegan offerings in Danish cooking ingredients and meals

## WHAT'S NEXT

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### HW Staple Foods in Denmark

#### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Growing demand for low sugar, plant based, high fibre, and organic staple foods drives sales

##### INDUSTRY PERFORMANCE

Health awareness, sustainability, and functionality influence staple foods in Denmark

Organic positioning remains resilient in staple foods despite price pressure

Gluten free and high fibre claims support health focused innovation in staple foods

##### WHAT'S NEXT

Low sugar, salt and fat products are expected to perform well, while the flexitarian population continues to expand

Organic staple foods are expected to remain influential despite economic and policy challenges

Gluten free sales are set to be driven by health, digestibility, and clean label demand

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