



Euromonitor  
International

# Breakfast Cereals in Denmark

November 2025

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## Breakfast Cereals in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience, flavour and health drive growth in breakfast cereals during 2025

#### INDUSTRY PERFORMANCE

Health and wholegrain options support steady growth in breakfast cereals in Denmark

Simplicity and versatility allow flakes to lead growth within RTD cereals

#### WHAT'S NEXT?

Demand for simple and quick breakfast solutions is set to drive growth over the forecast period

Health and wellness will continue to shape buying habits in breakfast cereals

Sustainability and social responsibility are expected to influence breakfast cereal choices

#### COMPETITIVE LANDSCAPE

Lantmännen Cerealia A/S increases its leadership in breakfast cereals in Denmark

Lantmännen Cerealia and Coop Danmark are the most dynamic players in 2025

#### CHANNELS

Discounters strengthen its leadership in breakfast cereals through affordability and private label

Retail e-commerce gains share and drives growth as consumers appreciate convenience

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## Staple Foods in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Steady growth in staple foods is driven by necessity, convenience, and sustainability

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Steady growth is driven by necessity and occasional indulgence

The expansion of private label influences staple foods in 2025

A focus on sustainability and local sourcing rises in Denmark during 2025

#### WHAT'S NEXT?

Steady growth in staple foods is set to be driven by necessity and evolving consumer preferences

Rising health and wellness concerns drive change in staple food portfolios

Distribution channels are set to evolve amid cost pressures and convenience trends

## COMPETITIVE LANDSCAPE

Coop Danmark A/S maintains its leadership in staple foods despite a slight share decline  
Rahbekfisk A/S leads value growth in staple foods driven by demand for frozen seafood

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