



# Cheese in Denmark

August 2025

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## Cheese in Denmark - Category analysis

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#### 2025 DEVELOPMENTS

Premiumisation trend boosts current value sales of cheese in 2025  
Arla retains its solid leadership, but smaller player Dagrofa gains share  
Supermarkets holds sway thanks to broad assortment across the price spectrum

#### PROSPECTS AND OPPORTUNITIES

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Sustainability concerns will drive investment in greener packaging and supply chain transparency

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