



Euromonitor
International

Baked Goods in Denmark

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth and evolving consumer preferences drive baked goods in 2025

INDUSTRY PERFORMANCE

Baked goods maintain steady growth amid necessity and occasional indulgence

Consumer demand for fresh and indulgent options drives strong growth for unpacked pastries

WHAT'S NEXT?

Baked goods and international flavours drive innovation and growth in Danish households

Health-conscious innovations are set to elevate traditional baked goods in Denmark

Sustainability is expected to drive innovation and waste reduction in baked goods

COMPETITIVE LANDSCAPE

Lantmännen Schulstad A/S retains its lead while private label gains ground

Frozen artisanal offerings drive growth for Foodpeople A/S during 2025

CHANNELS

Supermarkets retains its lead through offering an extensive range of baked goods

Retail e-commerce grows as consumers appreciate convenience and home delivery

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

CHANNELS

Discounters strengthens its leadership through competitive pricing and private label

Retail e-commerce grows as consumers appreciate convenience and flexibility

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-denmark/report.