



Euromonitor  
International

# Processed Fruit and Vegetables in Denmark

November 2025

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## Processed Fruit and Vegetables in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability, convenience and demand for plant-based options drive value sales

#### INDUSTRY PERFORMANCE

Growth in processed fruit and vegetables is driven by convenience, affordability, and shelf stability

Shelf-stable beans drive value growth as Danes seek affordable, plant-based nutrition

#### WHAT'S NEXT?

Processed fruit and vegetables is set to sustain steady growth as affordability and convenience remain key

Health-conscious Danes are expected to boost demand for natural and organic processed vegetables

EU policy support strengthens demand for legumes and shelf-stable vegetables

#### COMPETITIVE LANDSCAPE

Coop Danmark A/S maintains its leadership through affordability and nationwide reach

Orkla Foods Danmark A/S strengthens its position through trusted brands and everyday staples

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Discounters consolidates its leadership in distribution by combining affordability with everyday convenience

Retail e-commerce gains traction as consumers embrace digital convenience for everyday staples

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-denmark/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-denmark/report).