



Euromonitor
International

Edible Oils in Denmark

November 2025

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Edible Oils in Denmark - Category analysis

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Denmark's edible oils market sees value growth driven by both high prices and price sensitivity

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Value sales rise while volume growth struggles amid persistently elevated prices

Sunflower oil rises most rapidly as supply challenges subside

WHAT'S NEXT?

Continued value growth forecast for edible oils with private label as key driver

Wellness set to remain major trend

Sustainability likely to take a back seat to price considerations

COMPETITIVE LANDSCAPE

Coop Danmark maintains leadership over edible oils in 2025

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Sustainability concerns centre on packaging formats

Convenience demand drives development

WHAT'S NEXT?

Home cooking trend to ensure sustained demand with future growth driven by innovation

Private label will benefit from increased investment

Discounters as persistently favoured channel

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