



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?

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Wellness set to remain major trend

Sustainability likely to take a back seat to price considerations

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Sustainability concerns centre on packaging formats

Convenience demand drives development

WHAT'S NEXT?

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Private label will benefit from increased investment

Discounters as persistently favoured channel

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