



**Euromonitor  
International**

# Rice, Pasta and Noodles in Denmark

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth is supported by demand for affordability, versatility and healthier options

INDUSTRY PERFORMANCE

Rice, pasta and noodles remain resilient amid convenience and international cuisine trends  
Rice drives value growth in 2025 as a versatile and affordable meal staple

WHAT'S NEXT?

Steady growth is expected to be driven by strong versatility and international flavours  
There is set to be a growing focus on nutritious and whole-grain options in rice, pasta and noodles  
Rising demand for locally sourced pasta and rice will drive sustainability and quality appeal

COMPETITIVE LANDSCAPE

Coop Danmark A/S leads rice, pasta and noodles with strong private label presence and sustainability initiatives  
Foodpeople A/S emerges as the most dynamic player in rice, pasta and noodles through premium, international-focused offerings

CHANNELS

Discounters lead rice, pasta and noodles sales by combining affordability and wide private label ranges  
Retail e-commerce drives convenience-led growth for rice, pasta and noodles

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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

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