



Sweet Spreads in Denmark

November 2025

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Sweet Spreads in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier sweet spreads become more popular in Denmark

INDUSTRY PERFORMANCE

Sweet spreads remain central to Danish consumption traditions

Nut and seed based spreads rises fastest, thanks to nutritional profile

WHAT'S NEXT?

Demand set to remain stable over forecast period

Indulgence as key growth driver amid rising health awareness

Sustainability trends will support local produce and eco-friendly formats

COMPETITIVE LANDSCAPE

Ferrero Scandinavia leads with iconic Nutella brand

Rigoni di Asiago races ahead with organic offer

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Discounters leads distribution for sweet spreads in 2025

E-commerce enjoys fastest growth among channels

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Cooking Ingredients and Meals in Denmark - Industry Overview

EXECUTIVE SUMMARY

Home cooking trend and sales of essential cooking items boost sales

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INDUSTRY PERFORMANCE

Health and wellness trends remain in force but fail to fuel innovation

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

COMPETITIVE LANDSCAPE

Coop continues to lead thanks to strong private label portfolio
HelloFresh sees fastest growth fuelled by meal-kit delivery offer

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