



**Euromonitor
International**

Cooking Ingredients and Meals in Denmark

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Cooking Ingredients and Meals in Denmark

EXECUTIVE SUMMARY

Home cooking trend and sales of essential cooking items boost sales

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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

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Retail e-commerce and convenience store enjoy rapid rises

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COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

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Indulgence as key growth driver amid rising health awareness

Sustainability trends will support local produce and eco-friendly formats

COMPETITIVE LANDSCAPE

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country-specific local insight and comprehensive data, unavailable elsewhere.

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