



Processed Meat, Seafood and Alternatives To Meat in Denmark

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, taste, and plant-based options drive growth in processed meat, seafood and alternatives to meat

INDUSTRY PERFORMANCE

Growth for processed meat, seafood and alternatives to meat is driven through convenience and everyday relevance

Tofu and derivatives accelerate growth, aligning with the rising demand for plant-based options

WHAT'S NEXT?

Sales are expected to rise over the forecast period, supported by ongoing relevance in Danish households

Health and wellness will become an increasingly prominent concern over the forecast period

Regulatory and sustainability trends are expected to shape innovations across the forecast period

COMPETITIVE LANDSCAPE

Tulip Food Co A/S increases its share through strong brand recognition and consumer loyalty

Rahbekfisk A/S benefits from the growing demand for convenient frozen seafood

CHANNELS

Discounters drive growth through value and expanding plant-based offerings

Retail e-commerce gains momentum by offering convenience and variety in protein products

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Denmark - Industry Overview

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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