



Meals and Soups in Denmark

November 2025

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Meals and Soups in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meals and soups impacted by high prices and demand for convenient food options

INDUSTRY PERFORMANCE

Convenience remains major trend shaping category progress

Food kits drives overall growth, while chilled pizza continues to benefit from convenience demand

WHAT'S NEXT?

Busy lifestyles will ensure demand for quick and easy meals remains strong

Health sustainability concerns set to boost prevalence of lean and green options

Distribution will further shape demand through innovative urban retail formats

COMPETITIVE LANDSCAPE

Private label player Coop Danmark remains overall leaders in 2025

Meal-kit model proves popular and propels HelloFresh's expansion

CHANNELS

Discounters leads thanks to attractive offer of value and variety

Retail e-commerce rises fastest as online platforms gain ground

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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

KEY DATA FINDINGS

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

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