



# HW Snacks in Denmark

July 2024

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#### 2023 DEVELOPMENTS

Consumers' financial difficulties hit organic snacks  
Plant-based health and wellness snacks on the up  
Sweet-toothed consumers face dilemma

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Further marrying of health and ethical concerns  
Growing interest in protein  
Intensifying legislative pressure linked to rising obesity rates will boost innovation over forecast period

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## Health and Wellness in Denmark - Industry Overview

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Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

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