



HW Snacks in Denmark

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health, indulgence, and plant based trends fuel demand for snacks in Denmark

INDUSTRY PERFORMANCE

Snack consumption in Denmark reflects the tension between health awareness and indulgence

Vegetarian and organic claims support sales as consumers seek natural, healthier options

No added sugar remains a leading claim despite Denmark's enduring taste for sweetness

WHAT'S NEXT

No fat, weight management and high protein claims are set to be key drivers of growth

The vegetarian claim is set to strengthen as plant based snacking gains momentum in Denmark

No added sugar products are expected to gain traction amid rising sugar and chocolate prices

CATEGORY DATA

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Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

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[Health and Wellness in Denmark - Industry Overview](#)

EXECUTIVE SUMMARY

Clean label, fortified and functional innovation drives demand in Danish food and drink

INDUSTRY PERFORMANCE

Plant-based, fortified and functional innovation drives sales of food and drink in Denmark

Demand for transparency and sustainability supported sales of health claims in 2024

WHAT'S NEXT

Rising demand for low-calorie, functional, and clean label foods is expected in Denmark

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