



HW Cooking Ingredients and Meals in Denmark

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health, sustainability and flavour drive trends in cooking ingredients and meals

INDUSTRY PERFORMANCE

Health and sustainability trends support organic, plant-based and low sugar claims
Slowing organic sales are offset by policy support and retail expansion in Denmark
Retail-led expansion accelerates vegetarian and vegan offerings in Danish cooking ingredients and meals

WHAT'S NEXT

Health and sustainability priorities are set to impact product development and sales in cooking ingredients and meals
Economic pressure may slow organic sales despite strong consumer trust and industry advocacy
Taste-first positioning may challenge the long-term appeal of the vegetarian claim

CATEGORY DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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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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