



# HW Staple Foods in Denmark

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for low sugar, plant based, high fibre, and organic staple foods drives sales

INDUSTRY PERFORMANCE

Health awareness, sustainability, and functionality influence staple foods in Denmark  
Organic positioning remains resilient in staple foods despite price pressure  
Gluten free and high fibre claims support health focused innovation in staple foods

WHAT'S NEXT

Low sugar, salt and fat products are expected to perform well, while the flexitarian population continues to expand  
Organic staple foods are expected to remain influential despite economic and policy challenges  
Gluten free sales are set to be driven by health, digestibility, and clean label demand

CATEGORY DATA

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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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