



HW Staple Foods in Denmark

January 2026

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HW Staple Foods in Denmark - Category analysis

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

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 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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