



Euromonitor  
International

# Health and Wellness in Denmark

July 2024

Table of Contents

## Health and Wellness in Denmark

### EXECUTIVE SUMMARY

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

### DISCLAIMER

## HW Hot Drinks in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued expansion of organic hot drinks  
Sugar is a key health issue in other hot drinks  
Functionality gaining in importance in tea

#### PROSPECTS AND OPPORTUNITIES

Pressure on coffee producers to arrest migration of younger consumers  
Other hot drinks category needs to present a healthier image  
Trend to decrease sugar intake in hot drinks to gather momentum over the forecast period

### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023  
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028  
Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW Soft Drinks in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No sugar becoming the primary focus in carbonates  
Growing interest in natural claim  
Expansion of fortified and functional products

#### PROSPECTS AND OPPORTUNITIES

Health and wellness claims to become increasingly mainstream in soft drinks  
Growing emphasis on fortification and functionality  
Growth in plant-based and vegan products

### CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023  
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW Snacks in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers' financial difficulties hit organic snacks

Plant-based health and wellness snacks on the up

Sweet-toothed consumers face dilemma

#### PROSPECTS AND OPPORTUNITIES

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

#### CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## HW Dairy Products and Alternatives in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lactose free dairy remains relevant to many Danish consumers

Organic claim hit by financial pressures on consumers

Investment in plant-based products continues despite economic challenges

#### PROSPECTS AND OPPORTUNITIES

New tax could hit organic segment, while private label is set to play important role in maintaining demand

Government efforts likely to boost plant-based consumption

Increasing emphasis on fortification and functionality claims

#### CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

2019-20

**Table 33** - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

**Table 34** - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

**Table 35** - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

**Table 36** - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

## HW Cooking Ingredients and Meals in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Organic claim ties together health and wellness and environmental concerns

Plant-based, vegan and vegetarian claims also benefit from health and environmental concerns

Reducing sugar, fat and salt content

### PROSPECTS AND OPPORTUNITIES

Mainstream distribution and private label development

Important role for locally produced cooking ingredients and meals

Growth for dairy free and plant-based claims

### CATEGORY DATA

**Table 37** - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

**Table 38** - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

**Table 39** - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 40** - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 41** - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 42** - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 43** - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

**Table 44** - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

**Table 45** - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## HW Staple Foods in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plant-based and vegan staples significantly expand market presence in Denmark

Organic is the leading claim in health and wellness staple foods in 2023

No added sugar boosted by media discussions of harmful impact of consuming too much sugar

### PROSPECTS AND OPPORTUNITIES

Resilient health focused demand provides strong platform for further development

VAT reduction presents potential for consumers to explore health and wellness claims

Pulses set to play important role in development of health and wellness staple foods

### CATEGORY DATA

**Table 46** - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

**Table 47** - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/health-and-wellness-in-denmark/report](https://www.euromonitor.com/health-and-wellness-in-denmark/report).