



**Euromonitor  
International**

# Sugar Confectionery in Denmark

June 2025

Table of Contents

## Sugar Confectionery in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Moderate current value growth in 2025, with gummies and jellies the largest subcategory

Haribo's gummies and jellies maintain a strong presence in key distribution channels

Discounters lead sales as price sensitivity continues

#### PROSPECTS AND OPPORTUNITIES

Steady growth predicted for sugar confectionery in the years ahead

Technology set to continue apace, driving innovation

Players will continue to tap into Danes' strong affinity with liquorice

Summary 1 - Other Sugar Confectionery by Product Type: 2025

#### CATEGORY DATA

Table 1 - Sales of Sugar Confectionery by Category: Volume 2020-2025

Table 2 - Sales of Sugar Confectionery by Category: Value 2020-2025

Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025

Table 5 - Sales of Chewy Candies by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025

Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025

Table 8 - Distribution of Sugar Confectionery by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030

Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

## Snacks in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025

Table 14 - Sales of Snacks by Category: Value 2020-2025

Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Snacks: % Value 2021-2025

Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Snacks by Format: % Value 2020-2025

Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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## SOURCES

### Summary 2 - Research Sources

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