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Rice, Pasta and Noodles in Denmark

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Players try to add value to a mature category
- Quick meal solutions for busy consumers
- Noodles offer growth potential amid burgeoning interest in Asian food

PROSPECTS AND OPPORTUNITIES

- Care is needed when offering spicy noodles in Denmark
- Whole grain pasta’s nutritional value is set to win over consumers
- Locally sourced options fit with transparency and sustainability trends

CATEGORY DATA

- Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024
- Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 8 - NBO Company Shares of Rice: % Value 2020-2024
- Table 9 - LBN Brand Shares of Rice: % Value 2021-2024
- Table 10 - NBO Company Shares of Pasta: % Value 2020-2024
- Table 11 - LBN Brand Shares of Pasta: % Value 2021-2024
- Table 12 - NBO Company Shares of Noodles: % Value 2020-2024
- Table 13 - LBN Brand Shares of Noodles: % Value 2021-2024
- Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 15 - Distribution of Rice by Format: % Value 2019-2024
- Table 16 - Distribution of Pasta by Format: % Value 2019-2024
- Table 17 - Distribution of Noodles by Format: % Value 2019-2024
- Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

Staple Foods in Denmark - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 22 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 23 - Sales of Staple Foods by Category: Value 2019-2024
- Table 24 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 27 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 28 - Penetration of Private Label by Category: % Value 2019-2024

Table 29 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 31 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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