



Euromonitor
International

Sweet Spreads in Denmark

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Honey sales come unstuck as prices rise
- Danes remain attached to jams despite health concerns
- New flavours add value to jams and preserves

PROSPECTS AND OPPORTUNITIES

- Premiumisation expected to be seen in jams and preserves
- Private label expected to see further gains as retailers broaden their offer to include added-value options
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Cooking Ingredients and Meals in Denmark - Industry Overview

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