

Snacks in Denmark

June 2025

Table of Contents

Snacks in Denmark

EXECUTIVE SUMMARY

Snacks in 2025: The big picture Key trends in 2025 Competitive Landscape Channel developments What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025Table 2 - Sales of Snacks by Category: Value 2020-2025Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025Table 5 - NBO Company Shares of Snacks: % Value 2021-2025Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025Table 7 - Penetration of Private Label by Category: % Value 2020-2025Table 8 - Distribution of Snacks by Format: % Value 2020-2025Table 9 - Forecast Sales of Snacks by Category: Volume 2025-2030Table 10 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady consumer demand fosters steady growth in chocolate confectionery Leader Toms Gruppen has long tradition in Denmark Discounters leads sales by offering good value for money

PROSPECTS AND OPPORTUNITIES

Steady growth predicted despite headwinds Chocolate confectionery set to benefit from technological advances Cultural storytelling is key to fostering emotional resonance Summary 2 - Other Chocolate Confectionery by Product Type: 2025

CATEGORY DATA

- Table 13 Sales of Chocolate Confectionery by Category: Volume 2020-2025
- Table 14 Sales of Chocolate Confectionery by Category: Value 2020-2025
- Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025
- Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025
- Table 17 Sales of Chocolate Tablets by Type: % Value 2020-2025
- Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2021-2025
- Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025
- Table 20 Distribution of Chocolate Confectionery by Format: % Value 2020-2025
- Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030
- Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

Gum in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest increase in sales reflects return to on-the-go consumption Perfetti Van Melle dominates sales, gaining share in 2025 Discounters continues to lead sales thanks to nationwide presence

PROSPECTS AND OPPORTUNITIES

Steady growth predicted for gum over the forecast period Technology will help shape the category's fortunes Health and wellness trend aligns well with innovations in gum

CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2020-2025Table 26 - Sales of Gum by Category: Value 2020-2025Table 27 - Sales of Gum by Category: % Volume Growth 2020-2025Table 28 - Sales of Gum by Category: % Value Growth 2020-2025Table 29 - Sales of Gum by Flavour: Rankings 2020-2025Table 30 - NBO Company Shares of Gum: % Value 2021-2025Table 31 - LBN Brand Shares of Gum: % Value 2022-2025Table 32 - Distribution of Gum by Format: % Value 2020-2025Table 33 - Forecast Sales of Gum by Category: Volume 2025-2030Table 34 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030Table 36 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

Sugar Confectionery in Denmark

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 3 - Other Sugar Confectionery by Product Type: 2025

CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2020-2025
Table 38 - Sales of Sugar Confectionery by Category: Value 2020-2025
Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025
Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025
Table 41 - Sales of Chewy Candies by Type: % Value 2020-2025
Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025
Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025

 Table 44 - Distribution of Sugar Confectionery by Format: % Value 2020-2025

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030

 Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

Ice Cream in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth in current value terms, driven by premiumisation and innovation Frisko Is retains the lead thanks to well-established brand portfolio and extensive distribution Supermarkets leads sales of ice cream in 2025

PROSPECTS AND OPPORTUNITIES

Ice cream set for growth in the coming years Digital advancements will continue to shape the category over the forecast period Innovation will focus on the indulgence trend

CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2020-2025 Table 50 - Sales of Ice Cream by Category: Value 2020-2025 Table 51 - Sales of Ice Cream by Category: % Volume Growth 2020-2025 Table 52 - Sales of Ice Cream by Category: % Value Growth 2020-2025 Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025 Table 54 - Sales of Impulse Ice Cream by Format: % Value 2020-2025 Table 55 - NBO Company Shares of Ice Cream: % Value 2021-2025 Table 56 - LBN Brand Shares of Ice Cream: % Value 2022-2025 Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025 Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025 Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025 Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025 Table 61 - Distribution of Ice Cream by Format: % Value 2020-2025 Table 62 - Forecast Sales of Ice Cream by Category: Volume 2025-2030 Table 63 - Forecast Sales of Ice Cream by Category: Value 2025-2030 Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030 Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

Savoury Snacks in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Current value growth driven by demand for variety across occasions KiMs remains the clear leader in savoury snacks in 2025 Supermarkets leads sales, but e-commerce enjoys dynamic growth

PROSPECTS AND OPPORTUNITIES

Steady growth predicted for savoury snacks in Denmark Technology is set to play an increasingly significant role in the category's fortunes Health awareness and regulations relating to new formulations in the coming years

CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2020-2025Table 67 - Sales of Savoury Snacks by Category: Value 2020-2025Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025Table 70 - NBO Company Shares of Savoury Snacks: % Value 2021-2025Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025Table 72 - Distribution of Savoury Snacks by Format: % Value 2020-2025Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030Table 74 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark

KEY DATA FINDINGS

2025 DEVELOPMENTS

Snack bars helps drive growth in sweet biscuits, snack hours and fruit snacks in 2025 Bisca strengthens its category lead in a relatively fragmented arena Supermarkets holds sway, but e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Steady growth predicted for sweet biscuits, snack bars and fruit snacks over the forecast period Technological advancements set to support category development Health and wellness trend will continue to drive innovation in the years ahead

CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025 Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025 Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025 Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025 Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025 Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025 Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025 Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025 Table 85 - NBO Company Shares of Snack Bars: % Value 2021-2025 Table 86 - LBN Brand Shares of Snack Bars: % Value 2022-2025 Table 87 - NBO Company Shares of Fruit Snacks: % Value 2021-2025 Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025 Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025 Table 90 - Distribution of Sweet Biscuits by Format: % Value 2020-2025 Table 91 - Distribution of Snack Bars by Format: % Value 2020-2025 Table 92 - Distribution of Fruit Snacks by Format: % Value 2020-2025 Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030 Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030 Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030 Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

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/snacks-in-denmark/report.