



# Processed Meat, Seafood and Alternatives To Meat in Denmark

November 2024

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Fast plant-based trend drives retail volume and value growth

Taste and convenience grow in importance

Better nutritional profiles gain traction in processed meat

### PROSPECTS AND OPPORTUNITIES

Players to tap into the growing demand for spicy and hotter options

"Invisible" vegetables on the menu

Sustainability to provide a key touchstone for companies and consumers

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