



Plant-Based Dairy in Denmark

August 2024

Table of Contents

Plant-Based Dairy in Denmark - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Renewed buoyancy for plant-based dairy in 2024

Government efforts increase exposure

Plant-based milk enters the mainstream, but cheese alternatives fail to gain traction

PROSPECTS AND OPPORTUNITIES

Sustainability concerns will underpin long-term growth

Health and wellness trends will continue to shape the market

Plant-based cheese offers growth potential

CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Denmark - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 13 - Penetration of Private Label by Category: % Value 2019-2024

Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/plant-based-dairy-in-denmark/report.