



Euromonitor
International

Meals and Soups in Denmark

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Frozen ready meals thriving thanks to convenience and growing variety of options
Retailers look to fend off competition from takeaway with new private label lines
Meal kits provide a convenient solution for preparing home cooked meals

PROSPECTS AND OPPORTUNITIES

Organic options could find favour as the economy improves
Soup is expected to benefit from investment in new options including premium and more sustainable products
Players could focus on promoting the taste of their products to win over consumers

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Cooking Ingredients and Meals in Denmark - Industry Overview

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