



# HW Cooking Ingredients and Meals in Denmark

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Organic claim ties together health and wellness and environmental concerns  
Plant-based, vegan and vegetarian claims also benefit from health and environmental concerns  
Reducing sugar, fat and salt content

### PROSPECTS AND OPPORTUNITIES

Mainstream distribution and private label development  
Important role for locally produced cooking ingredients and meals  
Growth for dairy free and plant-based claims

### CATEGORY DATA

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## Health and Wellness in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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