



HW Staple Foods in Denmark

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based and vegan staples significantly expand market presence in Denmark
Organic is the leading claim in health and wellness staple foods in 2023
No added sugar boosted by media discussions of harmful impact of consuming too much sugar

PROSPECTS AND OPPORTUNITIES

Resilient health focused demand provides strong platform for further development
VAT reduction presents potential for consumers to explore health and wellness claims
Pulses set to play important role in development of health and wellness staple foods

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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