

# Breakfast Cereals in Denmark

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Breakfast cereals returns to growth in retail volume terms in 2023 despite further price rises

Healthy yet tasty options on trend in breakfast cereals

New flavour options add interest to breakfast cereals

#### PROSPECTS AND OPPORTUNITIES

Private label expected to gain ground in breakfast cereals

Sustainability a pressing concern for consumers and manufacturers

Oats winning over health conscious consumers

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

## Staple Foods in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

#### MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2018-2023

Table 13 - Sales of Staple Foods by Category: Value 2018-2023

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

### 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/breakfast-cereals-in-denmark/report](http://www.euromonitor.com/breakfast-cereals-in-denmark/report).