

Sauces, Dips and Condiments in Denmark

November 2023

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Sauces, Dips and Condiments in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category products offer both convenience and home cooked comfort Health trends and premiumisation expand category

Sustainability is central concern

PROSPECTS AND OPPORTUNITIES

Consumers' love of experimentation, along with health trends, will drive innovation

Local, sustainable and organic are highly sought after by Danes

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