



Staple Foods in Denmark

November 2025

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Staple Foods in Denmark

EXECUTIVE SUMMARY

Steady growth in staple foods is driven by necessity, convenience, and sustainability

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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A focus on sustainability and local sourcing rises in Denmark during 2025

WHAT'S NEXT?

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Rising health and wellness concerns drive change in staple food portfolios

Distribution channels are set to evolve amid cost pressures and convenience trends

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Coop Danmark A/S maintains its leadership in staple foods despite a slight share decline

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Steady growth and evolving consumer preferences drive baked goods in 2025

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Baked goods maintain steady growth amid necessity and occasional indulgence

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WHAT'S NEXT?

Baked goods and international flavours drive innovation and growth in Danish households
Health-conscious innovations are set to elevate traditional baked goods in Denmark
Sustainability is expected to drive innovation and waste reduction in baked goods

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Convenience, flavour and health drive growth in breakfast cereals during 2025

INDUSTRY PERFORMANCE

Health and wholegrain options support steady growth in breakfast cereals in Denmark
Simplicity and versatility allow flakes to lead growth within RTD cereals

WHAT'S NEXT?

Demand for simple and quick breakfast solutions is set to drive growth over the forecast period
Health and wellness will continue to shape buying habits in breakfast cereals
Sustainability and social responsibility are expected to influence breakfast cereal choices

COMPETITIVE LANDSCAPE

Lantmännen Cerealia A/S increases its leadership in breakfast cereals in Denmark
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INDUSTRY PERFORMANCE

Growth in processed fruit and vegetables is driven by convenience, affordability, and shelf stability

Shelf-stable beans drive value growth as Danes seek affordable, plant-based nutrition

WHAT'S NEXT?

Processed fruit and vegetables is set to sustain steady growth as affordability and convenience remain key

Health-conscious Danes are expected to boost demand for natural and organic processed vegetables

EU policy support strengthens demand for legumes and shelf-stable vegetables

COMPETITIVE LANDSCAPE

Coop Danmark A/S maintains its leadership through affordability and nationwide reach

Orkla Foods Denmark A/S strengthens its position through trusted brands and everyday staples

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, taste, and plant-based options drive growth in processed meat, seafood and alternatives to meat

INDUSTRY PERFORMANCE

Growth for processed meat, seafood and alternatives to meat is driven through convenience and everyday relevance
Tofu and derivatives accelerate growth, aligning with the rising demand for plant-based options

WHAT'S NEXT?

Sales are expected to rise over the forecast period, supported by ongoing relevance in Danish households
Health and wellness will become an increasingly prominent concern over the forecast period
Regulatory and sustainability trends are expected to shape innovations across the forecast period

COMPETITIVE LANDSCAPE

Tulip Food Co A/S increases its share through strong brand recognition and consumer loyalty
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CHANNELS

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[Rice, Pasta and Noodles in Denmark](#)

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Value growth is supported by demand for affordability, versatility and healthier options

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Rice, pasta and noodles remain resilient amid convenience and international cuisine trends
Rice drives value growth in 2025 as a versatile and affordable meal staple

WHAT'S NEXT?

Steady growth is expected to be driven by strong versatility and international flavours
There is set to be a growing focus on nutritious and whole-grain options in rice, pasta and noodles
Rising demand for locally sourced pasta and rice will drive sustainability and quality appeal

COMPETITIVE LANDSCAPE

Coop Danmark A/S leads rice, pasta and noodles with strong private label presence and sustainability initiatives

Foodpeople A/S emerges as the most dynamic player in rice, pasta and noodles through premium, international-focused offerings

CHANNELS

Discounters lead rice, pasta and noodles sales by combining affordability and wide private label ranges

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