



# HW Dairy Products and Alternatives in Denmark

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Lactose free dairy remains relevant to many Danish consumers  
Organic claim hit by financial pressures on consumers  
Investment in plant-based products continues despite economic challenges

### PROSPECTS AND OPPORTUNITIES

New tax could hit organic segment, while private label is set to play important role in maintaining demand  
Government efforts likely to boost plant-based consumption  
Increasing emphasis on fortification and functionality claims

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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

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