

Edible Oils in Denmark

November 2022

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Edible Oils in Denmark - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Record high prices stimulate consumer switches within the category while consumption of olive oil is sustained thanks to its healthier credentials
Retailers respond to rising inflation and product shortages by imposing purchasing limits and introducing fixed prices for a limited time period
A return to pre-pandemic norms reduces recent trend in home cooking and home entertaining

PROSPECTS AND OPPORTUNITIES

Demand remains strong despite above inflation price increases and long-term pressure on demand as edible oils are a necessity for many consumers and industries

Consumers embrace greater variety as they experiment with more foods and ingredients and seek to make savings

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