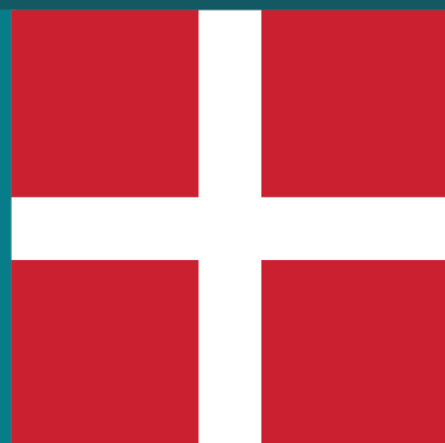




Denmark plant-based food retail market insights

2020-2022



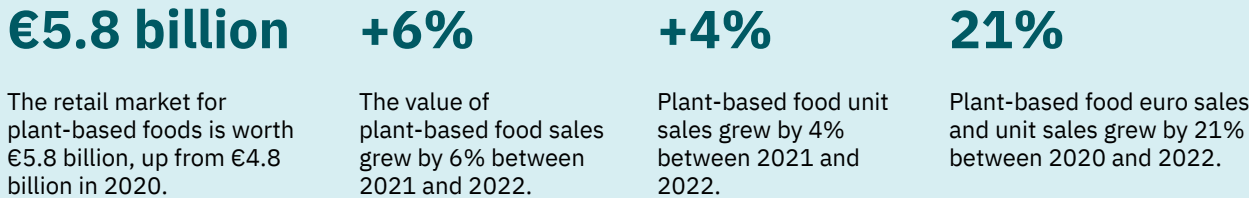
Executive Summary

Retail sales data from NielsenIQ covering 13 European countries shows that sales of plant-based foods have grown 6% in 2022 – and 21% since 2020 – to reach €5.8 billion.

The global shift towards plant-based diets has sparked a revolution in the food industry, with major food manufacturers and retailers embracing the change. In Europe, plant-based food retail sales have surged in recent years as new products and innovations have come to market, enabling more consumers to purchase next-generation plant-based meat, seafood, eggs and dairy that are competitive with animal products on taste, price and convenience.

Plant-based foods in Europe are a €5.8 billion market.

The Good Food Institute Europe analysed NielsenIQ plant-based data for 13 European countries – Austria, Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Portugal, Romania, Spain, Sweden, and the UK – to calculate the size and growth of the plant-based food retail market from 2020 to 2022.



To contextualise the sales performance of plant-based categories in 2022, it is important to note the unique macroeconomic environment that was present due to the ongoing war in Ukraine, global trade tensions, and inflation. While the growth of the plant-based food retail market decelerated in 2022 compared to 2021, both euro and unit sales continued to grow, demonstrating strong demand from consumers for these products despite these challenges.

Overview of Europe-wide plant-based category euro sales summary, 2022

	2022 euro sales	2021-2022 sales growth	2020-2022 sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	€2.2 B	7%	19%	1.3 B	6%	20%
Meat	€2.0 B	3%	19%	846 M	1%	21%
Yoghurt	€515 M	-0.4%	8%	255 M	-3%	10%
Spreads	€247 M	13%	40%	140 M	4%	26%
Meals	€181 M	20%	79%	72 M	14%	71%
Ice cream	€174 M	8%	14%	57 M	8%	15%
Cheese	€165 M	4%	56%	61 M	4%	62%
Cream	€139 M	7%	7%	109 M	0%	1%
Dessert	€88 M	6%	27%	58 M	5%	40%
Seafood	€43 M	60%	326%	14 M	67%	343%
Total	€5.8 B	6%	21%	2.9 B	4%	21%

Plant-based foods in Denmark are a 784 million krone market.

The Danish plant-based food retail market is one of the smallest in Europe. However, Danish consumers have one of Europe's highest per capita consumption rates of plant-based foods. This is in line with overall sales trends in Denmark, where sales of plant-based foods grew by 17% between 2020 and 2022 to 784 million kroner.

Plant-based milk is Denmark's most developed category of plant-based products and experienced steady growth between 2020 and 2022. The value of plant-based meat sales rebounded last year after a dip in 2021, which was primarily driven by a decrease in average price per unit. Plant-based spreads and meals were two areas of significant growth, with sales seeing double-digit year-on-year increases.

Dive into the report to better understand the Danish plant-based food retail market and how plant-based foods are growing in comparison to animal-based foods.

Addendum: In April 2023, we discovered some errors on the part of our data partner for the UK plant-based cheese, yoghurt, and dessert categories and the Poland plant-based cheese category. In this report, the executive summary, overall plant-based food country comparison charts, and plant-based cheese country comparison charts have been updated with the correct sales figures.

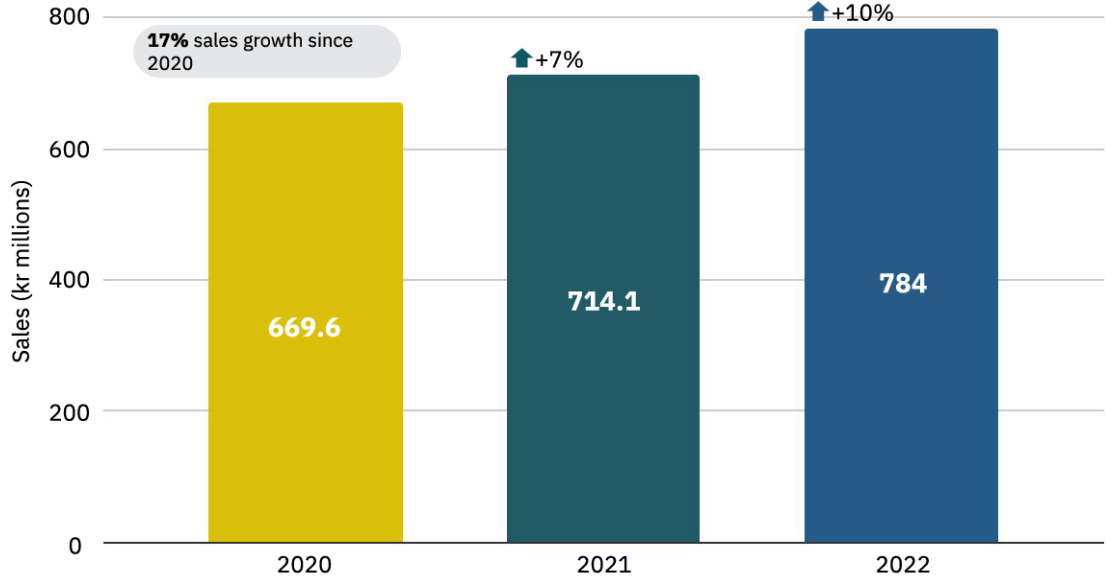
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Overall plant-based food market

Plant-based food sales in Denmark grew 10% in 2022 to reach 784 million kroner (€105.3 million).

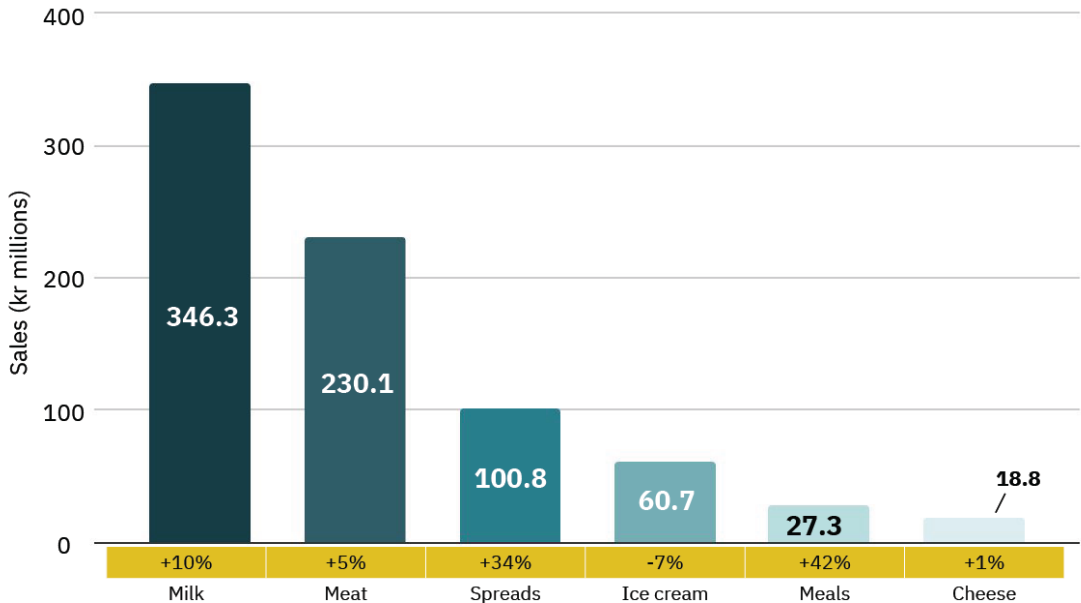
Total plant-based food sales (in kr millions), Danish retail, 2020-2022



Categories

Plant-based categories are in various stages of development.

Plant-based foods sales and sales growth by category (in kr millions), 2022



Key insights:

- **Plant-based milk is the most developed of all plant-based categories.**
Plant-based milk sales were 346.3 million kroner (€46.5 million) in 2022, and the category continued to experience steady growth.
- **Plant-based meat sales grew to 230.1 million kroner (€30.9 million) in 2022,** rebounding after a dip in 2021. The dip in the value of sales in 2021 was driven by the average price per unit of plant-based meat decreasing by 4%, as unit sales only decreased by 0.3%.
- **Plant-based spreads and meals saw robust, double-digit growth,** growing by 34% and 42%, respectively, in 2022.
- **Plant-based categories grow more rapidly than animal-based categories.**
Unit sales growth of the plant-based milk, meat, and cheese categories outpaced that of animal-based categories in 2022.

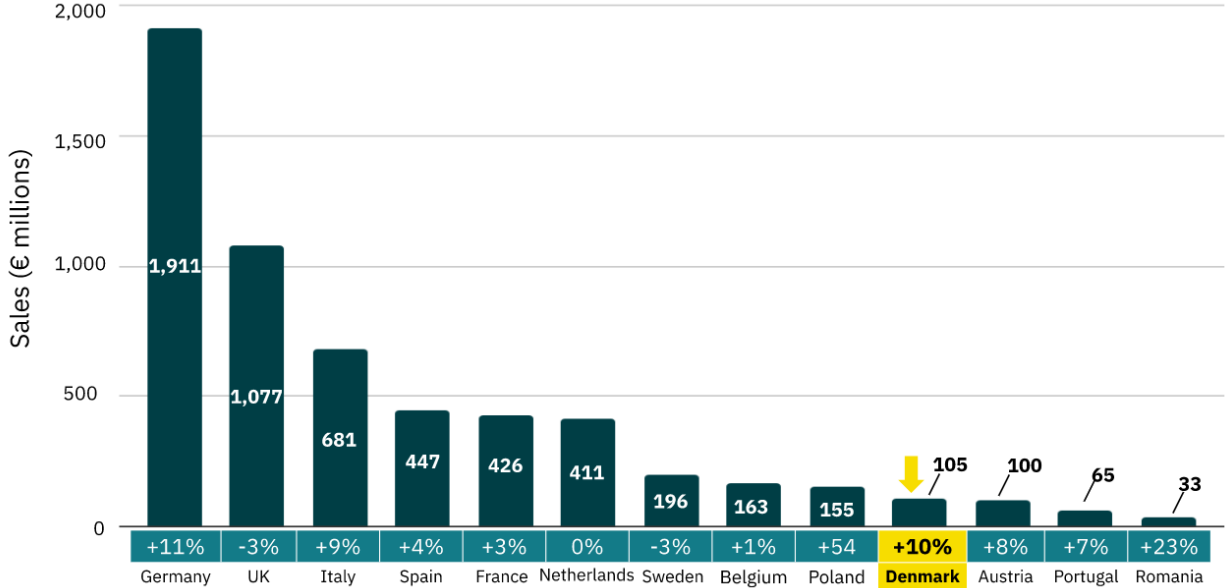
Plant-based category sales summary, 2022

	2022 krone sales	2022 euro sales	2021-2022 kr sales growth	2020-2022 kr sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	346.3 M kr	€46.5 M	10%	17%	23.1 M	6%	17%
Meat	230.1 M kr	€30.9 M	5%	-0.2%	10.4 M	3%	3%
Spreads	100.8 M kr	€13.5 M	34%	68%	6.3 M	17%	54%
Ice cream	60.7 M kr	€8.2 M	-7%	25%	2 M	-7%	34%
Meals	27.3 M kr	€3.7 M	42%	73%	1.6 M	43%	94%
Cheese	18.8 M kr	€2.5 M	1%	6%	0.8 M	2%	12%
Total	784 M kr	€105.3 M	10%	17%	44.2 M	7%	20%

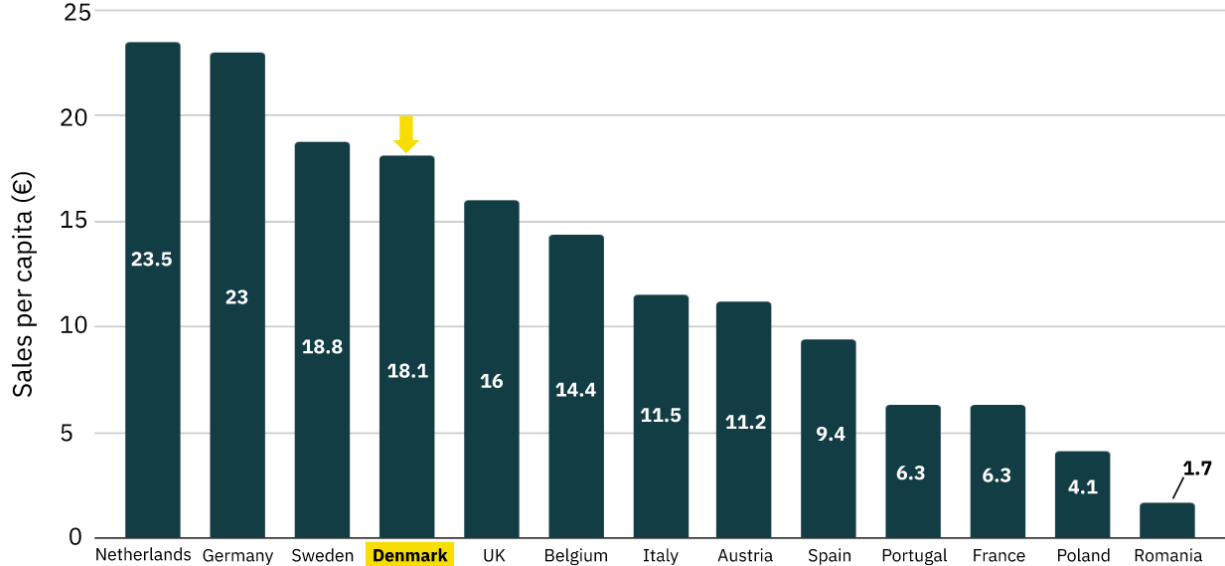
Country comparison

Denmark comes tenth in terms of plant-based food sales value in Europe. However, in average plant-based food spend per capita, Denmark ranks fourth.

Europe-wide plant-based food sales by country (in € millions), 2022

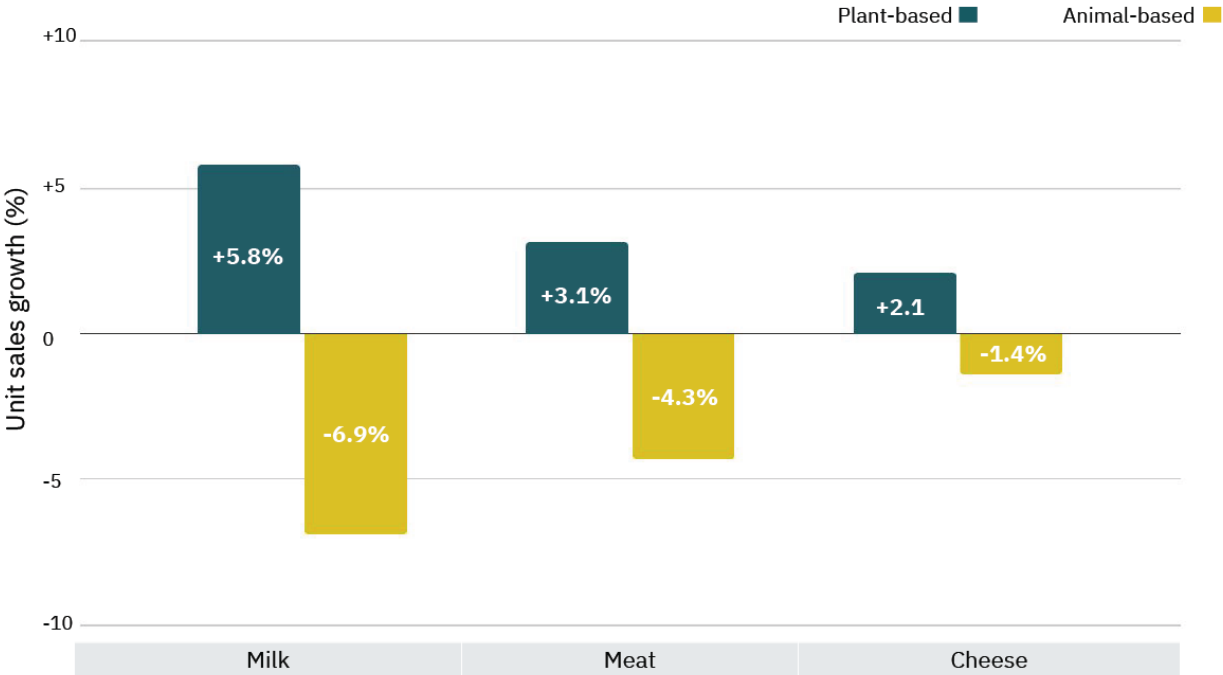


Europe-wide average plant-based food spend per country per capita (in euros), 2022



Comparison to animal-based foods

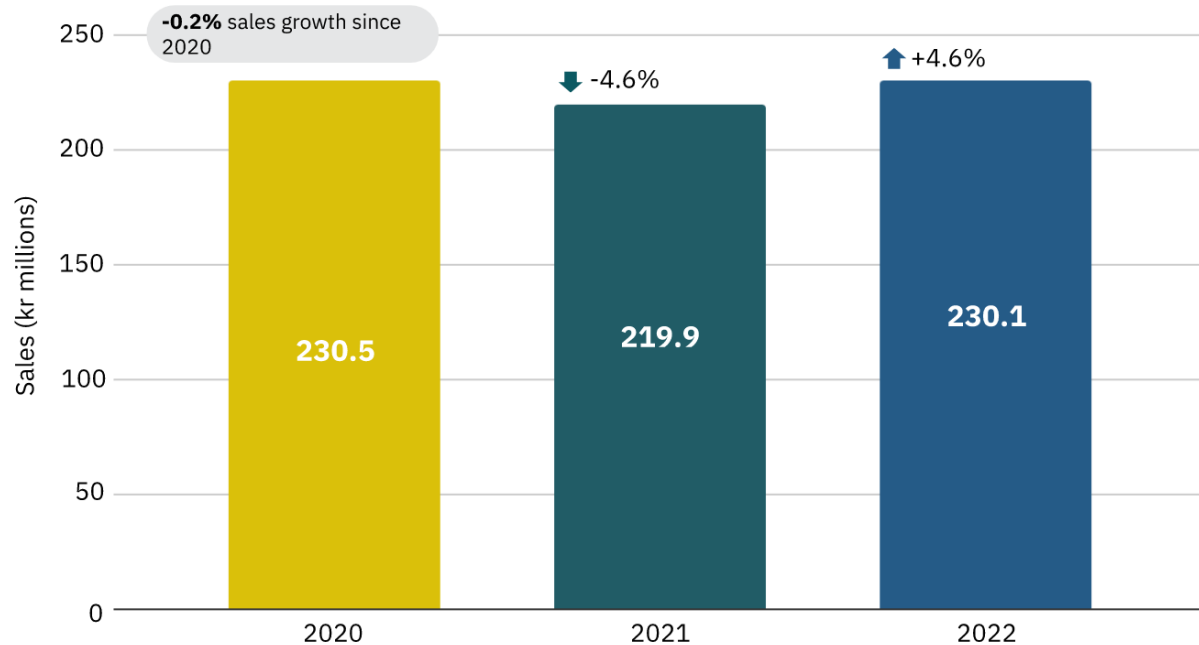
Plant-based vs animal-based category unit sales growth, 2022



To compare the growth of plant-based versus animal-based categories, we compared unit sales (instead of sales in kroner) as it provides a more direct comparison. In 2022, unit sales growth of the plant-based milk, meat and cheese categories outpaced that of animal-based categories.

Plant-based meat¹

Plant-based meat sales (in kr millions), 2020-2022



Key insights:

- The value of plant-based meat sales dipped in 2021, before rebounding in 2022, leaving overall growth in sales value flat between 2020 and 2022. The dip in 2021 sales value was driven by the average price per unit of plant-based meat decreasing by 4%, as unit sales only decreased by 0.3%.
- Plant-based meat unit sales increased by 3% between 2020 and 2022, while in comparison, pre-packaged conventional meat unit sales decreased by 4%.
- In terms of average price per unit in 2022, the plant-based meat category has been less impacted by inflation and price increases. Plant-based meat prices increased by 1.5%, whereas pre-packaged conventional meat prices increased by 12%.
- In 2022, plant-based meat had a 2% market share of the total retail pre-packaged meat category.²

¹ The plant-based meat category includes both analogues (products that mimic the appearance and taste of animal-based meat) and non-analogues (e.g. vegetable-based patties).

² Nielsen only reports on pre-packaged animal-based meat sales, therefore the market share calculation is only for the pre-packaged meat category.

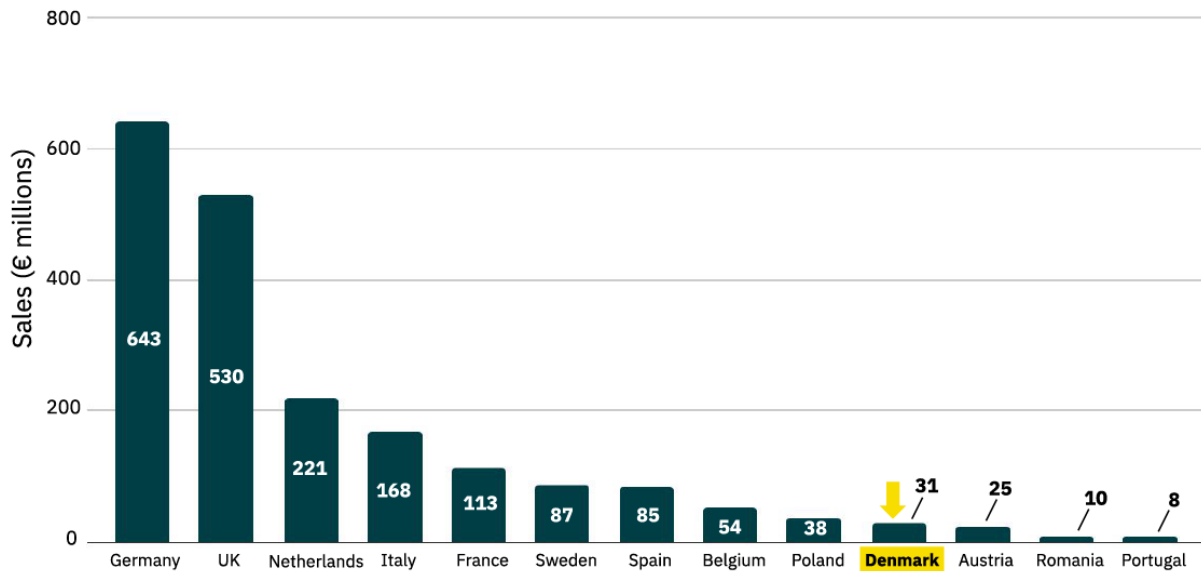
Segment insights:

- Refrigerated plant-based meat makes up the majority of the category by value in 2022, representing 57% of total plant-based meat sales, whereas frozen plant-based meat makes up 43%.
- The most popular plant-based meat formats are processed meat products (e.g. burgers, mince, nuggets), which make up 78% of sales by value, followed by cold cuts (19%), and sausages (3%).

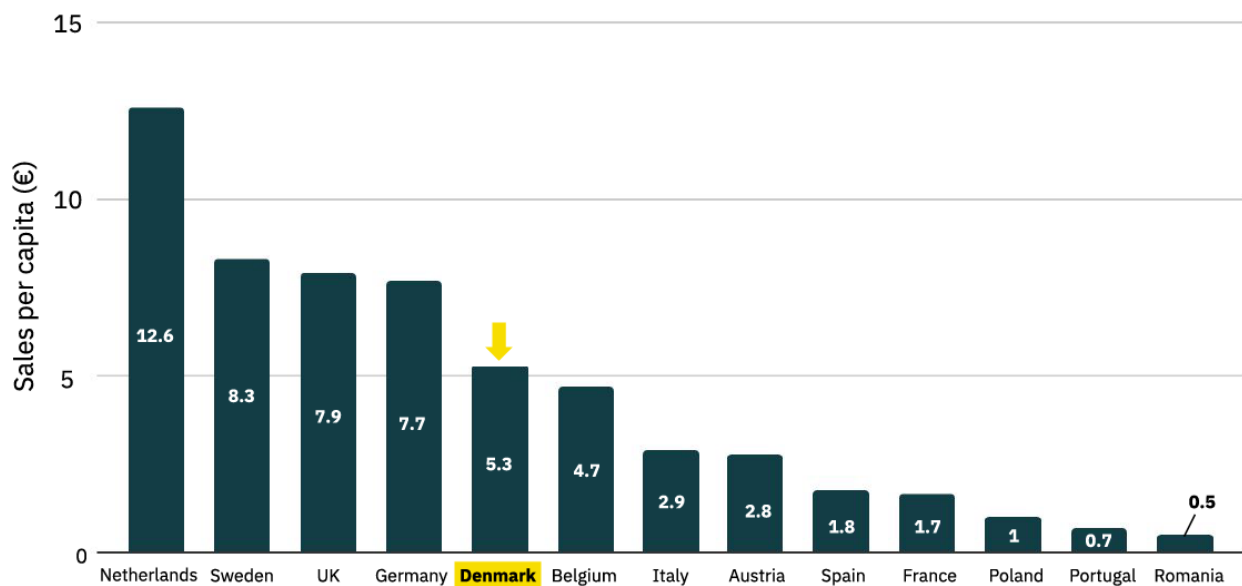
Country comparison

Denmark comes 10th in terms of plant-based meat sales value in Europe. However, in average plant-based meat spend per capita, Denmark ranks fifth.

Europe-wide plant-based meat sales by country (in € millions), 2022

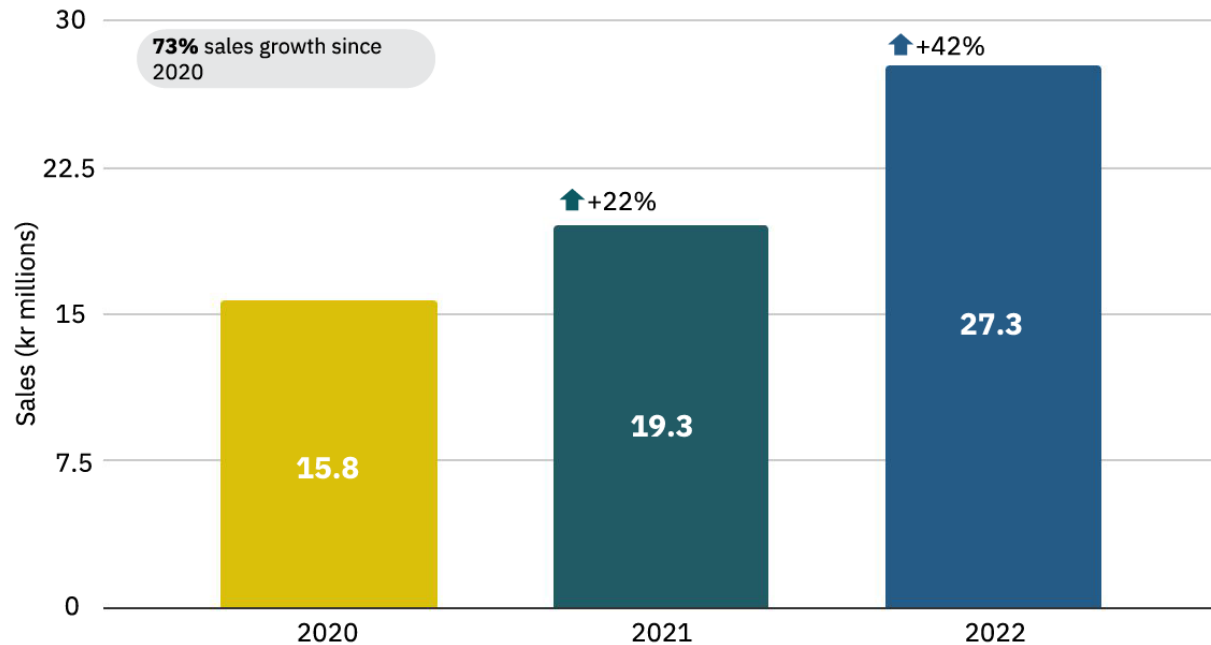


Europe-wide average plant-based meat spend per country per capita (in euros), 2022



Plant-based meals³

Plant-based meal sales (in kr millions), 2020-2022



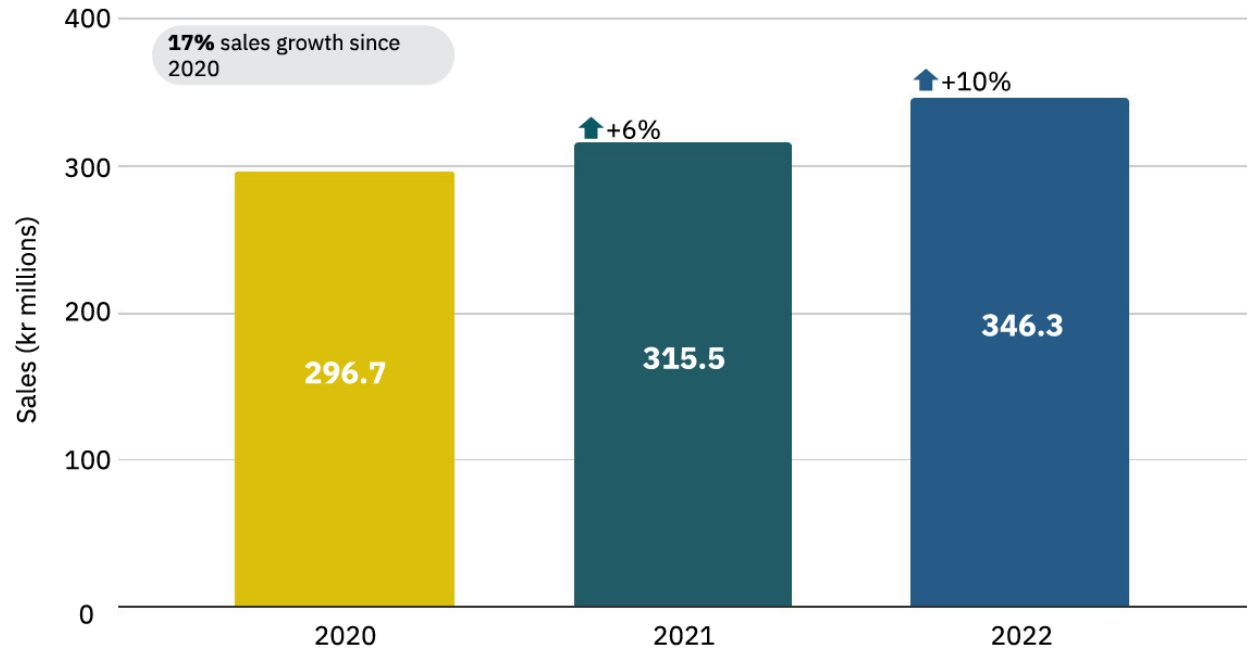
Key insights:

- The value of plant-based meal sales increased by 73% between 2020 and 2022.
- Plant-based meal unit sales increased by 94% between 2020 and 2022.
- The average price per plant-based meal unit decreased by 1% in 2022.

³ The plant-based meals category covers refrigerated and frozen prepared meals including curries, pasta, and soups.

Plant-based milk

Plant-based milk sales (in kr millions), 2020-2022



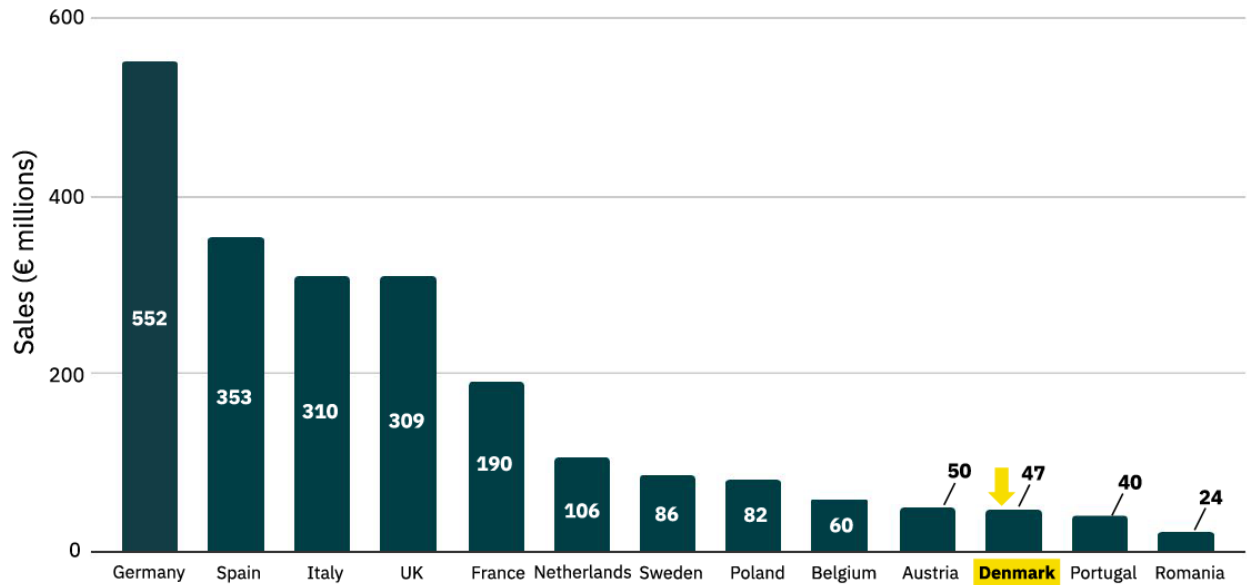
Key insights:

- Both plant-based milk sales value and unit sales increased by 17% between 2020 and 2022.
- In comparison, conventional milk unit sales decreased by 10% between 2020 and 2022.
- In terms of average price per unit, the plant-based milk category has been less impacted by inflation and price increases in 2022. Plant-based milk prices increased by 4%, whereas conventional milk prices increased by 20%.
- In 2022, plant-based milk had a 7% market share of the total milk category.

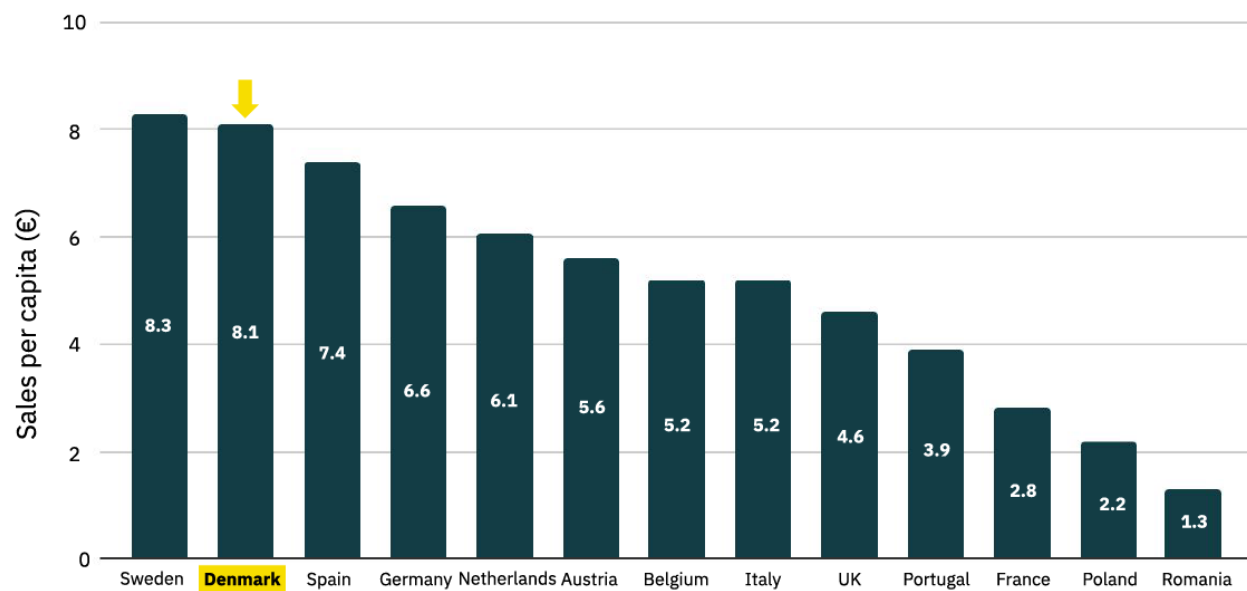
Country comparison

Denmark comes 11th in terms of plant-based milk sales value in Europe. However, in average plant-based milk spend per capita, Denmark ranks second.

Europe-wide plant-based milk sales by country (in € millions), 2022

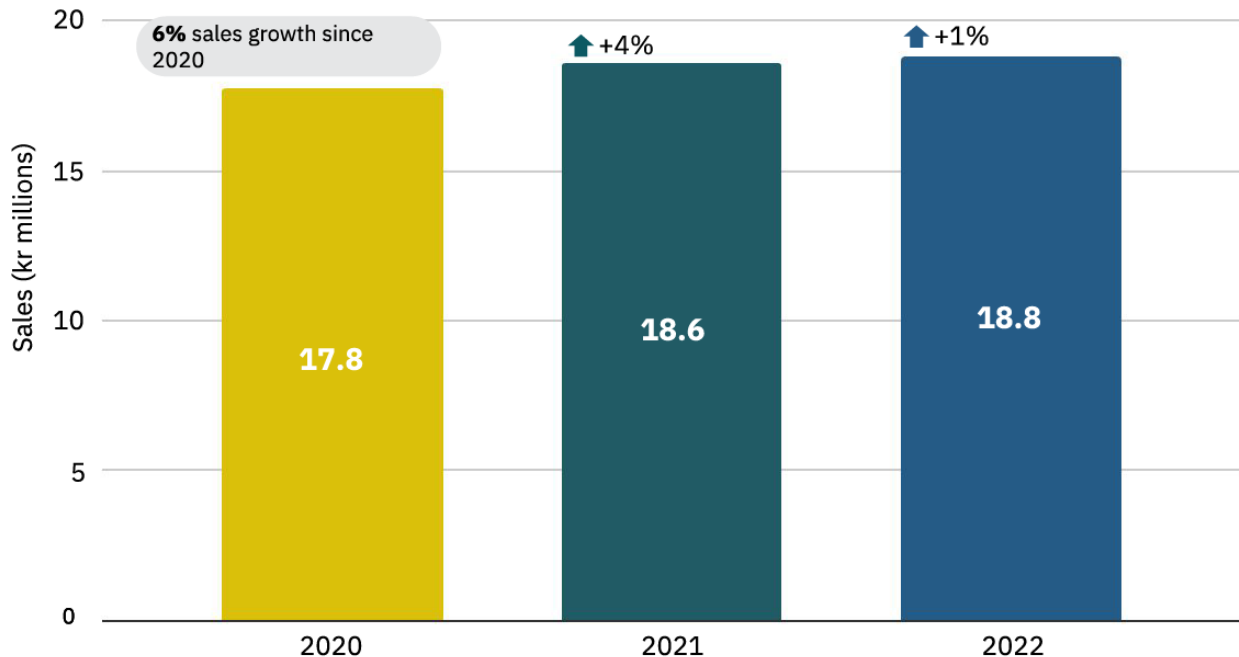


Europe-wide average plant-based food spend per country per capita (in euros), 2022



Plant-based cheese

Plant-based cheese krone sales (in millions), 2020-2022



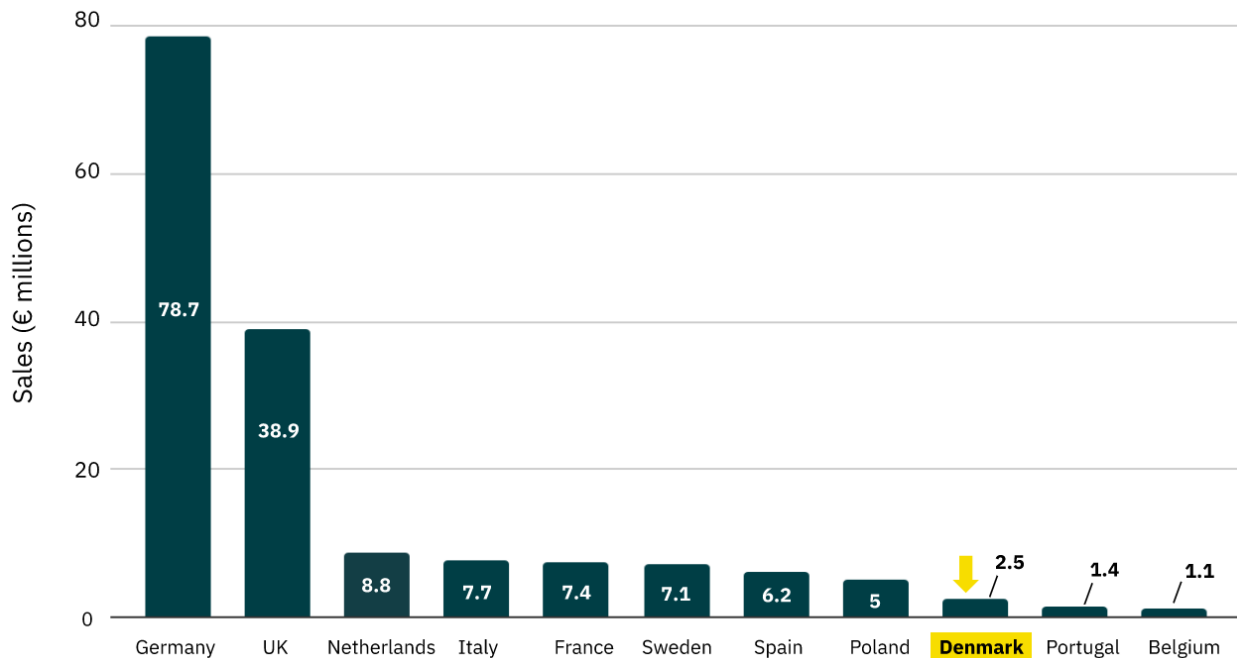
Key insights:

- The value of plant-based cheese sales grew 6% between 2020 and 2022, and plant-based cheese unit sales grew 12%.
- In comparison, conventional cheese unit sales decreased by 0.4% between 2020 and 2022.
- In terms of average price per unit, the plant-based cheese category has been less impacted by inflation and price increases in 2022. Plant-based cheese prices actually decreased by 1%, whereas conventional cheese prices increased by 14%.
- In 2022, plant-based cheese had a 0.3% market share of the total cheese category.

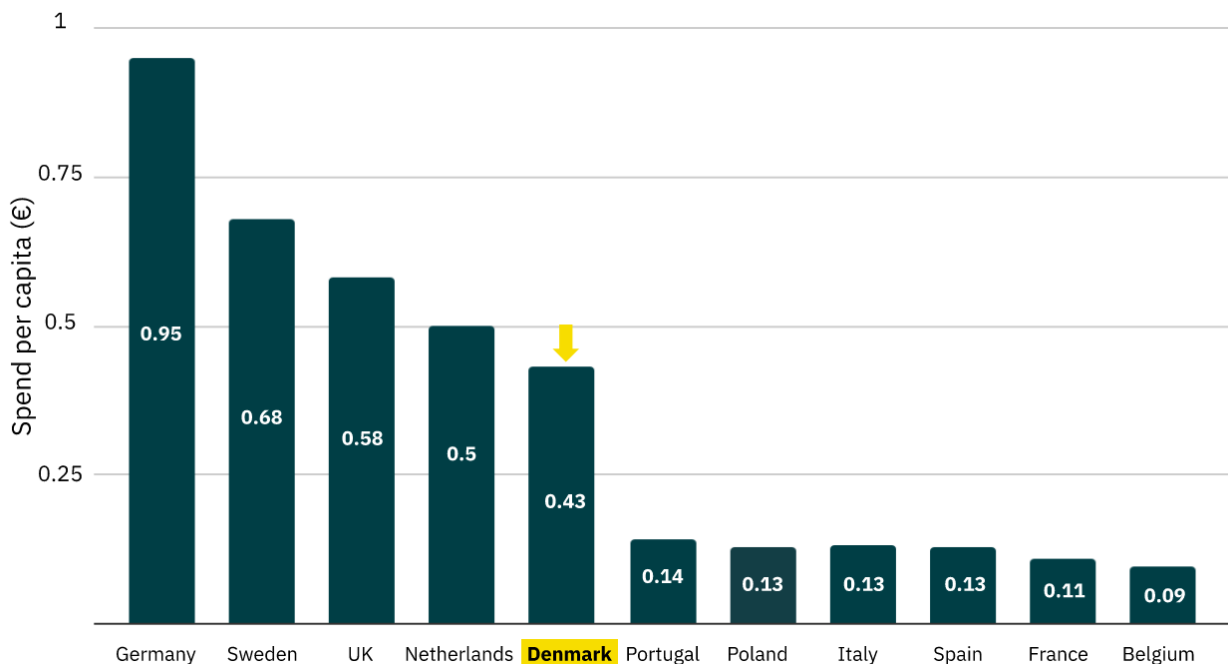
Country comparison

Denmark comes ninth in terms of plant-based cheese sales value in Europe. However, in average plant-based cheese spend per capita, Denmark ranks fifth.

Europe-wide plant-based food sales by country (in € millions), 2022

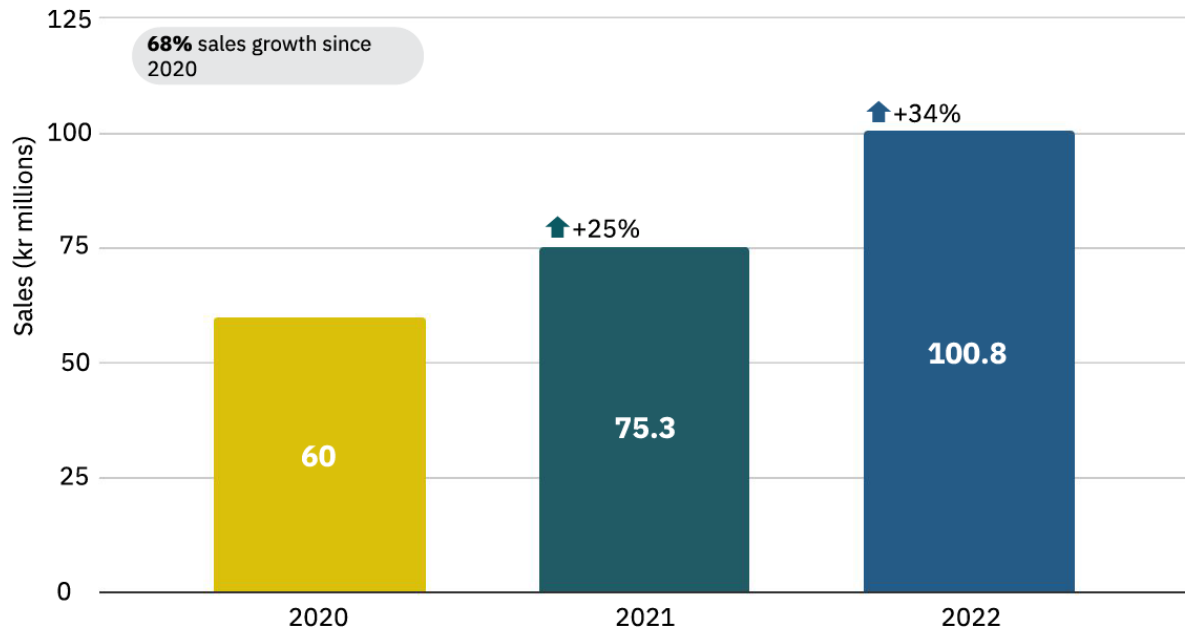


Europe-wide average plant-based cheese spend per country per capita (in euros), 2022



Plant-based spreads⁴

Plant-based spread sales (in kr millions), 2020-2022



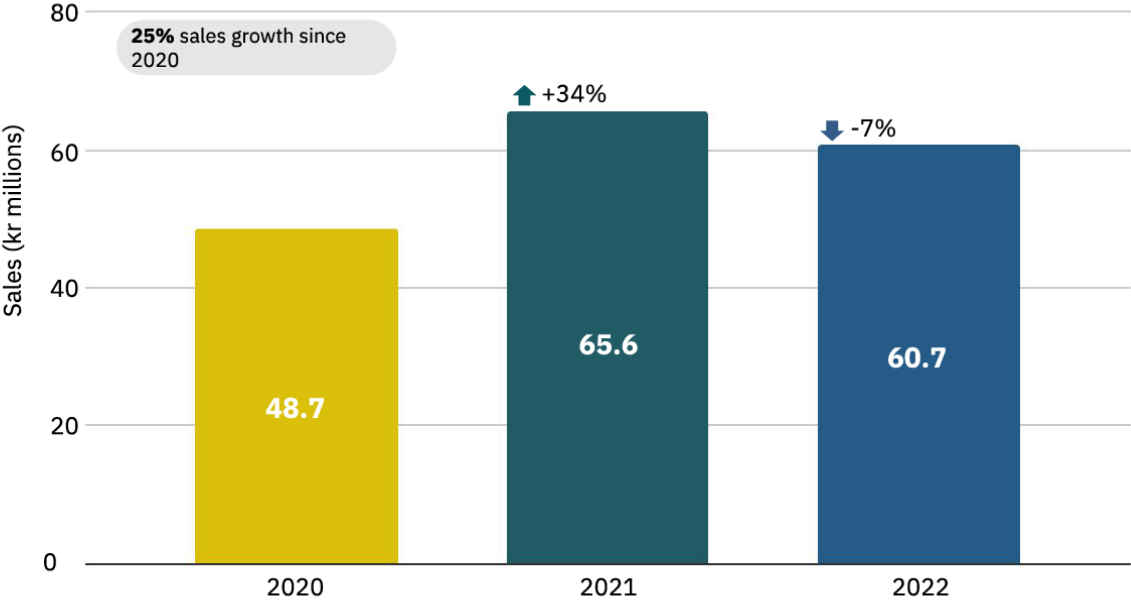
Key insights:

- The value of plant-based spreads sales increased by 68% between 2020 and 2022.
- Plant-based spreads unit sales increased by 54% between 2020 and 2022.
- The average price per plant-based spread unit in 2022 increased by 15%.

⁴ The plant-based spreads category includes butters, margerines, and vegetable spreads.

Plant-based ice cream

Plant-based ice cream sales (in kr millions), 2020-2022



Key insights:

- The value of plant-based ice cream sales increased by 25% between 2020 and 2022.
- Plant-based ice cream unit sales increased by 34% between 2020 and 2022.
- The average price per unit of plant-based ice cream in 2022 decreased by 0.5%.

Closing remarks

“The plant-based food retail market in Europe has seen significant growth in recent years, driven by better plant-based products being brought to market. This is encouraging as the world works to address the many problems caused by industrial animal agriculture. However, to sustain this growth, companies must continue investing in product innovation to develop plant-based products that meet consumer expectations when it comes to the key drivers of taste, price, and convenience. The Good Food Institute’s [Advancing Solutions for Alternative Proteins database](#) is a great source to better understand key innovation priorities.”

Carlote Lucas,
*Senior Corporate Engagement Manager at
the Good Food Institute Europe*



About the data

To size the Danish retail market for plant-based foods, GFI Europe commissioned retail sales data from market research firm NielsenIQ. Analysis in this report is based on data reported by NielsenIQ for the total plant-based, total dairy products, and total pre-packed meat categories for the 52-week, 104-week, and 156-week periods ending 31 December 2022, for the Denmark market, according to GFI Europe product hierarchy. Therefore the data presented in this report may not align with standard NielsenIQ categories. Copyright © 2022, Nielsen Consumer, LLC.

About the Good Food Institute Europe

[The Good Food Institute Europe](#) is an international NGO helping to build a more sustainable, secure and just food system by transforming meat production.

We work with scientists, businesses and policymakers to advance plant-based and cultivated meat – making them delicious, affordable and accessible across Europe.

By making meat from plants and cultivating it from cells, we can reduce the environmental impact of our food system and feed more people with fewer resources. GFI Europe is powered by philanthropy.

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