

COUNTRY FACT SHEET:

DENMARK

General information

Capital:	Copenhagen	Population:	5.6m (2013)
Surface area:	43.094 km ²	Unemployment rate:	7.4% (2013)
Official language(s):	Danish	Households:	2.6m (2013)
Currency:	DKR Danish Krone	Average household size:	2.0 (2011)
Trading language(s):	English		

Key macroeconomic indicators

GDP growth

Economic Outlook	Year	Denmark
Real GDP Growth (Source: OECD)	2012	0,20%
	2013	1,40%
	2014	1,70%

Inflation

Economic Outlook	Year	Denmark
Inflation (Source: OECD)	2012	2,40%
	2013	1,80%
	2014	2,00%

Unemployment

Economic Outlook	Year	Denmark
Unemployment (Source: OECD)	2012	7,50%
	2013	7,40%
	2014	7,30%

Currency

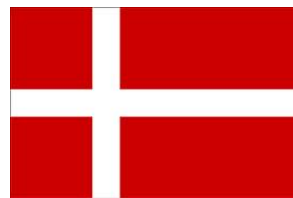
Economic Outlook	Year	Denmark
Exchange rate vs € (Source: OECD)	2012	7,43
	2013	7,43
	2014	7,43

Food industry structure

- Food export takes up 19% of the total Danish export
- Key exported products are Meat, Fish and Dairy followed by Beer/Alcohol, Chewing Gum , Candy and Tobacco
- Largest : Carlsberg, Danish Crown, Arla Foods, Novozymes, DLG, Danisco, Royal Unibrew, Royal Greenland
- Export 2011: € 9,4 bio / Import 2011: € 5,4
- EU is most important trading partner.

Grocery retail structure

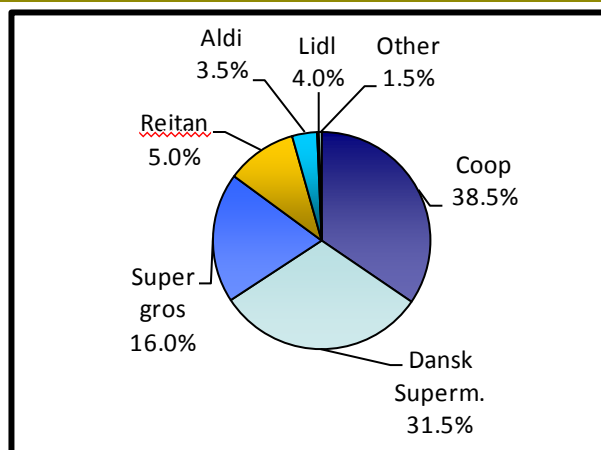
- High concentration, Central depots, Central store control, Central buying , Central Marketing
- Supermarkets and discounters are most important formats /3.056 grocery stores
- Top 3 retailers account for almost 90% of grocery market
- Discount sector growing fast and expected to be 40% of total turnover by 2015



Major grocery retailers

COOP is the largest retailer/Several store formats

Store concepts	Description	Assortment	Pricing
Dodi Bruksen	Convenience	Narrow	Higher prices
Super Brugsen	Supermarkets	Wide range	Normal prices
Kvikly	Large super-hypermarkets	Wide range Fresh food Family	Moderate prices
fakta	Discounters	Everyday food items	Low prices
Irma	Premium Supermarkets	Variety of premium foods	Moderate to high prices



Foodservice structure

- Top 5 Wholesalers food turnover 2011: € 1,4 bio (accounting for +85%)
- Leading wholesaler with +50% of market is Dansk Cater
- Leading restaurant/pub chains include McDonalds, Jensens Bøfhud(Steakhouse)

Main food shows

- Foodexpo (Herning) 16.-18. March 2014 , every 2 years attracting retail and foodservice(mainly) trade
- Copenhagen Food Fair February 2015, every 2 years attracting retail and foodservice(mainly) trade

Main trade magazines

- Dansk Handelsblad, grocery retail sector, Circulation: 7.441
- Superavisen, grocery retail sector, Circulation: 10.000
- Restaurant og Café, Foodservice, Circulation; 15.000

Consumer behaviour today & expected food trends – Opportunities for Flemish food exporters

- Organic, Denmark has highest penetration of organic products in Europe
- Healthy products, rise in gluten free, free-from foods
- Private label penetration is slightly over 20%, so clear grow opportunity. More focus on “finest segments”
- Out of home eating occasions increasing slightly, but spend down due to heavy promotions

EVALUATION OF MARKET AND OPPORTUNITIES

- Centralized grocery retail market – easy access, important to be prepared and focused
- Volume opportunities with 2 main retailers + niche potential with smaller players e.g. Irma
- A market that is promotional driven and Retailers are open to international products especially if commitment is shown in terms of perseverance and promotional commitment
- Denmark operates under EU food law. There are differences in labeling requirements/permitted ingredients which need to be checked. VAT rate of 25%.
→ Easy to approach if homework is done – Very good opportunities for exporters who stay focused and are perseverant