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**Report Highlights:**

Although a small market in the European Union, Denmark offers export opportunities for U.S. exporters of seafood and tree nuts, and to a lesser extend for U.S. consumers-ready products. Denmark continues to be a price sensitive market where consumers are always on the lookout for the best price deal. There has been an increase in consumers looking for plant based products, while the market for organics remains very strong. The Denmark Exporter Guide focuses on Consumer Oriented Products and Seafood products and provides practical tips for U.S. exporters on how to conduct business in Denmark.

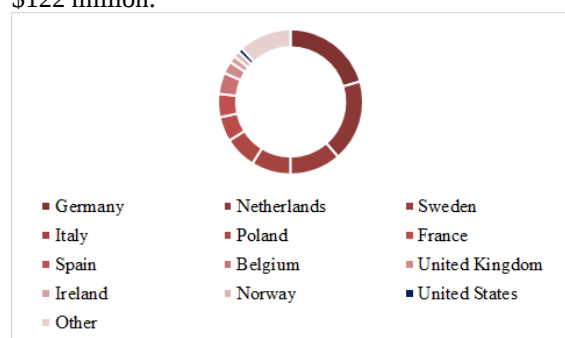
## Market Fact Sheet: Denmark

### Executive Summary:

Denmark, a Member State within the European Union (EU), is a high-income country in Scandinavia. The country's open economy is dependent on foreign trade and the government supports a relatively liberal trade policy. According to Statistics Denmark, the country's population reached approximately 6.0 million inhabitants in 2025, continuing a trend of moderate population growth.

### Imports of Consumer-Oriented Products:

Products from other EU Member States lead Danish imports of consumer-oriented products. In 2025, the United States was the 12<sup>th</sup> largest supplier of these products to Denmark, with imports valued at over \$122 million.



Source: Trade Data Monitor

### Food Processing Industry:

The Danish food and beverage industry is one of the country's most important manufacturing sectors and a major contributor to exports. The sector comprises more than 1,500 companies and generates annual revenues exceeding \$30 billion. Denmark is among Europe's leading exporters of agricultural and food products, particularly pork, dairy products, ingredients, and seafood.

### Food Retail Industry:

The Danish retail sector is rather consolidated, with Coop, Salling, and Dagrofa dominating the market. Denmark has the highest number of supermarkets per inhabitant within the EU. Denmark continues to be a price sensitive market, and the Danes spend about ten percent of their disposable income on food and beverages. The sector's turnover for 2025 is forecasted to exceed \$17 billion.

### Foodservice – HRI Industry:

The Danish hotel, restaurant, and institutional (HRI) sector recovered fully from the disruptions experienced during the COVID-19 period and its turnover reached in 2025 almost \$11 billion. The Danish foodservice industry is fragmented and has many independent players, except for limited-service restaurants and delivery outlets.

### Quick Facts CY 2025

Imports of Consumer-Oriented Products, total:  
\$11.5 billion

### List of Top 10 Growth Products in Denmark (imported from the World):

- |                        |                          |
|------------------------|--------------------------|
| 1. Dairy products      | 6. Beef & products       |
| 2. Bakery goods        | 7. Fresh vegetables      |
| 3. Wine                | 8. Chocolate & products  |
| 4. Fresh fruit         | 9. Pork & products       |
| 5. Soup & preparations | 10. Processed vegetables |

### Food Industry by Channels 2025, in \$ billion:

|                                         |      |
|-----------------------------------------|------|
| Consumer-Oriented Products Imports      | \$12 |
| Consumer-Oriented Products Exports      | \$16 |
| Agricultural & Related Products Imports | \$23 |
| Agricultural & Related Products Exports | \$29 |
| Food Industry                           | \$30 |
| Food Retail                             | \$17 |
| Food Service                            | \$11 |

### Top Food Retailers in Denmark:

|              |          |
|--------------|----------|
| SuperBrugsen | Meny     |
| Spar         | Føtex    |
| Netto        | Rema1000 |
| 365discount  | 7-Eleven |
| Bilka        | Kvikly   |

### GDP/Population:

Population: 6.0 million  
GDP: \$460 billion  
GDP per capita: \$76,600

### Strengths/Weaknesses/Opportunities/Challenges

#### Strengths:

U.S. producers offer a great variety of food products with a consistent quality and have a great story to tell about land stewardship.

#### Opportunities:

The Danish processing industry increasingly demands raw materials, in particular seafood and almonds.

#### Weaknesses:

Transatlantic transportation is costly and takes time. U.S. food products increasingly suffer from a negative perception among the Danes.

#### Threats:

There is fierce competition on price, quality, uniqueness, and innovation from other EU Member States.

### Data and Information Sources: Trade Data

Monitor, industry experts, company websites

Contact: FAS The Hague, [agthehague@usda.gov](mailto:agthehague@usda.gov)

With only six million inhabitants, Denmark is a small country. The Danish labor force totaled just over [three million people](#) at the beginning of 2026 and approximately 32 percent are employed in the public sector. Denmark's unemployment rate is low at [3.1 percent](#). Its Gross Domestic Product (GDP) per capita is estimated at \$76,600 and ranks among the highest in the world. Many independent observers regard Denmark as one of the world’s most attractive business environments and the country ranks highly in indices measuring political, economic, and regulatory stability. Denmark is a constitutional monarchy which shares a southern border with Germany and is connected, via a bridge, with Sweden. The country has been a member of the European Union (EU) since 1973. It maintains a fixed exchange rate policy, with the Danish Krone linked closely to the Euro. Denmark is a social welfare state with a thoroughly modern market economy heavily driven by trade in goods and services. More information can be found in the Investment Climate Statement, [Denmark - United States Department of State](#).

Table 1: Advantages and Challenges for U.S. Exporters in Denmark

| <i>Advantages (U.S. supplier strengths and market opportunities)</i>                         | <i>Challenges (U.S. supplier weaknesses and competitive threats)</i>                                                                   |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| American products are known for their good and consistent quality.                           | Denmark is a price market and discount supermarket chains dominate the food retail landscape.                                          |
| Although a small consumer market, the Danes are affluent and open-minded consumers.          | Transatlantic transportation is costly and takes time. Competition from suppliers from EU Member States.                               |
| Denmark has the world’s second highest per capita consumption of organic certified products. | Standard U.S. product labels do not comply with Danish product label requirements.                                                     |
| Denmark has a sophisticated and well-developed seafood and food processing industry.         | Certain meat and meat products and products containing GMO derived ingredients that are not EU approved cannot be exported to Denmark. |

**SECTION II. EXPORTER BUSINESS TIPS**

Most businesspeople in Denmark speak English and have a high level of education (i.e., a Masters or Bachelor’s degree). The Danes are straightforward, business-minded, and do not seem to like hierarchy. Before conducting business, they like to be well-informed about their future business partner, the product in question, and its price. They can be quick decision makers and value long-term partnerships. The Danes expect timely responses, for instance within 48 hours. Communication takes preferably place by either email or WhatsApp. In Section IV General Consumer Tastes and Trends will be further discussed.

The first step for U.S. manufacturers of food ingredients and consumer ready products that would like to start exporting to Denmark is to make sure their product is eligible to be imported into the EU and Denmark, followed by whether there is market potential. It is important to gain a good understanding of who the buyers, distributors, and end-users in Denmark are.

After ascertaining whether there is a market, it helps to understand the supply chain and the role the various players have. Danish buyers of U.S. food ingredients and consumer ready products can be both specialized importers as well as food processing companies.

It is recommended to contact your [State Regional Trade Group](#) (SRTGs). There are four SRTGs (SUSTA, WUSATA, Food Export-Midwest, and Food Export-Northeast) in the United States and they cover all States. In addition, it is advisable to contact [U.S. commodity trade associations](#) that covers your product(s) as well as the [National Association of State Department of Agriculture](#). The wine institute is the only U.S. commodity trade association that has a local representative in Denmark. However other U.S. commodity trade associations are active in Denmark. All these organizations have an excellent international network, local representatives throughout Europe, a wealth of experience, and often organize trade related events.

Trade shows are excellent venues for U.S. exporters to meet potential Danish buyers, to conduct product introductions, and to gauge buyer interest. Depending on the products, U.S. exporters should consider visiting or exhibiting at one of the many trade shows in Europe, see below. The only food trade show taking place in Denmark is the Food Expo. This biennial show takes place in Herning, Denmark and focusses strongly on the Danish Hotel, Restaurant, and Institutional (HRI) foodservice industry. [FAS The Hague visited Food Expo](#) in 2024 and the next edition will take place on March 26-28, 2028.

Table 2. Trade Shows in Europe

| Leading Trade Shows in Europe                                                                                                                                                       |                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SIAL, Paris, France<br>Europe's largest food & beverages show<br>(alternating with Anuga)<br><i>*USDA Endorsed*</i><br><a href="http://sialparis.com">sialparis.com</a>             | ANUGA, Cologne, Germany<br>Europe's largest food & beverages show<br>(alternating with SIAL)<br><i>*USDA Endorsed*</i><br><a href="http://anuga.com">anuga.com</a> |
| Food Ingredients Europe, Frankfurt, Germany<br>European food ingredients show<br><i>*USDA Endorsed*</i><br><a href="http://foodingredientsglobal.com">foodingredientsglobal.com</a> | BioFach, Nuremberg, Germany<br>European organic show<br><i>*USDA Endorsed*</i><br><a href="http://biofach.de">biofach.de</a>                                       |
| Fruit Logistica, Berlin, Germany<br>European produce, dried fruit, and nuts show<br><i>*USDA Endorsed*</i><br><a href="http://fruitlogistica.com">fruitlogistica.com</a>            | PLMA World of Private Label, Amsterdam, the Netherlands<br>World's largest private label show<br><a href="http://plmainternational.com">plmainternational.com</a>  |
| Fruit Attraction, Madrid, Spain<br>Regional produce, dried fruits, and nuts show<br><a href="https://www.ifema.es/en/fruit-attraction">https://www.ifema.es/en/fruit-attraction</a> | World Bulk Wine Exhibition, Amsterdam, the Netherlands<br>Leading trade show for bulk wine.<br><a href="http://www.worldbulkwine.com">www.worldbulkwine.com</a>    |
| Food Expo Denmark, Herning, Denmark<br>Denmark's HRI-Foodservice show<br><a href="http://uk.foodexpo.dk">uk.foodexpo.dk</a>                                                         | Nordic Organic Expo, Stockholm, Sweden<br>Nordic's largest organic show<br><a href="http://nordicorganicexpo.com">nordicorganicexpo.com</a>                        |

Source: FAS/The Hague

### SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES

Most Danish food legislation is harmonized at the EU level. Where EU regulatory harmonization is not yet complete or absent, imported products must meet existing Danish requirements. U.S. exporters should be aware that national measures still exist for enzymes, processing aids, packaging waste

management, food contact materials, choice of language (Danish is the official language in Denmark), use of stickers, samples, novel foods, fortified foods, irradiated foodstuffs, and product registration.

Nevertheless, it is highly recommended that U.S. exporters verify the full set of import requirements with their local buyer, who is in the best position to research such matters with local authorities, before shipping any goods. Final approval of any product is subject to the Danish rules and regulations as interpreted by border officials at the time of product entry. More information can be found on the website of the [Danish Veterinary and Food Administration](#).

Information about customs clearance, required documentation for imported products, labeling requirements, tariff information and FTAs, and trademarks and patent market research can be found in the EU Food and Agricultural Import Regulations and Standards (FAIRS) Country Report and Certificate Report which can be downloaded from the following website:  
<https://gain.fas.usda.gov/#/search>.

## **SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS**

### *Food Retail Sector:*

Exact turnover figures for the Danish food retail industry are not available. Based on conversations with industry sources, FAS/The Hague estimates the turnover to reach almost \$17 billion in 2025. The Danish food retail sector is consolidated, with four large buying groups - Salling Group (\$5.2 billion), COOP (\$4.0 billion), Dagrofa (\$2.9 billion), and Reitan (\$1.0 billion) - controlling the vast majority of the market. Most supermarkets in Denmark operate on an average floorspace between 500 and 1,500 meters squared, and there are very few hypermarkets.

It is said that Denmark has the highest number of supermarkets per inhabitant within the EU. In most of the cities there is a close density of shops which makes visiting a supermarket easy and convenient. The Danes spend about ten percent of their disposable income on food and beverages. On average, Danish consumers visit their supermarket almost three times per week and spend about half an hour in the supermarket per visit. The market for online sales continues to remain quite small.

An average supermarket in Denmark has a limited selection of U.S. products. The most prominent products from the United States are wine and bourbons, followed by a couple of sauces or dressings, peanut butter, and sweetpotatoes. Local food manufacturers however use almonds, peanuts, raisins, dried cranberries, and seafood and many other products from the United States in their finished products. Unlike the other Nordic market, the sales of alcoholic beverages in Denmark are not controlled by government owned stores.

### *HRI Foodservice Sector:*

According to Euromonitor International (Euromonitor), a market research provider, in 2025, Denmark's HRI Foodservice sales were estimated at \$10.7 billion (DKK 68.9 billion). Although overall inflation has come down, rising costs of living are still impacting consumers' spending. Consumers began prioritizing experiences over material goods, with more spending on travel, entertainment, and dining. This trend was driven by social media and the desire for unique activities.

Unlike the retail sector, the Danish foodservice industry is fragmented and has many independent players. This is especially the case for cafés/bars, restaurants, cafeterias, and street stalls/kiosks. Most

limited-service restaurants and delivery outlets, however, are consolidated and often part of an international chain. Restaurants in Denmark continued to face ongoing challenges in 2025, particularly affecting smaller, independent establishments, which have been significantly impacted by rising raw material costs.

Looking forward, rising meat prices and shifting consumer preferences will encourage restaurants to explore alternative dining concepts – prioritizing value and quality while adapting to evolving consumer expectations. Many operators are expected to move away from meat-heavy menus, instead embracing more flexible and diverse offerings, including vegan and plant-based goods – emphasizing sustainability, affordability, and variety as eating habits change in response to economic and environmental factors.

Danish wholesalers and distributors, leading suppliers to most HRI foodservice entrepreneurs, prefer to work with Danish importers that are specialized in buying U.S. products, due to strict EU import requirements and standards. [Euro Cater](#) and [Dansk Cater](#) dominate the Danish wholesale sector.

### ***Market Trends:***

#### *Discount:*

Denmark continues to be a price sensitive market. Many Danes look to save on their grocery shopping due to an overall rising cost of living. They are always on the look-out for the best price, grocery products on sale, and value for money. Discount stores, including the Danish supermarket chains Netto and 365Discount, the Norwegian- owned chain Rema 1000, and the German discount supermarket chain Lidl, lead the market as they make up 50 percent of all supermarket formats.

#### *Private Labeled Products:*

With a market share of 34 percent, the market for private labeled products in Denmark is strong. Several retailers in the Danish market have developed two private labels: one focused on price and the other on higher quality. Consumers appreciate the value-for-money that private label brands are offering and that they can be an economical alternative to A-branded products. More information on the European private label market can be found on <https://www.plmaininternational.com/private-label-today>.

#### *Voluntary Front of Pack Nutritional Labeling: Keyhole:*



Denmark has been working together with Norway and Sweden to develop and implement a joint Nordic nutrition label – the Keyhole. The label certifies that a product has met certain requirements for salt, sugar, fat, and fiber content. The aim is to make it easier for consumers to find and choose healthier food options. The Keyhole is a voluntary label and food producers are themselves responsible for ensuring that foods with the keyhole symbol conform to [The Danish Veterinary and Food Administrations regulations on use of the keyhole](#). More information about

voluntary front of pack nutritional labeling can be found here, [https://food.ec.europa.eu/safety/labelling-and-nutrition/food-information-consumers-legislation/nutrition-labelling\\_en](https://food.ec.europa.eu/safety/labelling-and-nutrition/food-information-consumers-legislation/nutrition-labelling_en).

#### *Deposit and Return System:*

Denmark introduced a deposit and return system to collect valuable material which can be recycled and to prevent cans and bottles from ending up in the environment. The Danish deposit mark can be recognized by its logo which has a series of dots under two arrows in a circle. The deposit mark is a

registered trademark ® owned by [Dansk Retursystem](#). The deposit mark, see below, may be printed directly on the bottle or can. For U.S. exporters of (alcoholic) beverages it is good to know that it may also be a small sticker attached to the bottle or can.



#### *Plant-based Food Action Plan:*

In October 2023, the Ministry of Food, Agriculture, and Fisheries in Denmark launched the [Danish Action Plan for Plant-based foods](#): “If we want to reduce the climate footprint within the agricultural sector, then we all have to eat more plant-based foods.” The plan highlights the importance of plant-based foods in making the country's food system more environmentally friendly. In this context, the [Danish Consumer Council](#) started a joined campaign with retailers on getting consumers in Denmark eat more legumes in their everyday lives. They also aim to educate consumers on how best to use legumes. Denmark has seen an increase in people looking for plant-based products, for health and climate reasons, but also because meat and meat products have become more expensive in Denmark.

#### *Home Delivery:*

Consumers continue to use third party delivery platforms to place orders for home delivery. Younger consumers are particularly comfortable using mobile apps on their smartphones to order and pay for this service, as it offers greater convenience. Companies like Uber Eats and Wolt lead the market for meal delivery from various HRI foodservice outlets to consumers in Denmark. Home delivery is expected to continue to be driven by convenience as many consumers lead more home-centered lifestyles.

#### *Markets:*

##### *Organic:*



Last year, organic sales in Denmark were estimated at \$2.5 billion, making it one of the largest per capita organic markets within the EU. Denmark's per capita consumption of organic products was approximately \$420 annually and among the highest in the world, making the Danes among the most pro-organic consumers in the world. Denmark has the highest organic share (11.6 percent of total spending on food stuffs) and a very well-developed organic market. On average, three out of four Danes buy organic food every single week. Young consumers, although concerned about animal welfare and the environment, spent the least on organic products. With almost 90 percent, Danish supermarkets make up for the largest part of the total organic sales.

The organic equivalency arrangement between the U.S. and EU went into effect on June 1, 2012. This streamlined trade between the world's two largest organic markets as it enabled organic food and agricultural products certified in the U.S. or EU to be labeled and sold as organic in either market. Due to a lack of organic specific HS codes, it is difficult to exactly track trade in these products. Direct U.S. exports of organics to Denmark have remained low – last year these exports were even nonexistent. The availability of U.S. organic products on the Danish market are expected to be higher as many U.S. organic products, imported by the Dutch, are re-exported to other EU markets, including Denmark. More information can be found in the [2026 EU Organic Market](#) report.

### Seafood:

The [Danish Seafood Association](#) (DSA), the umbrella organization and voice for the Danish seafood industry, started its activities in 2010 and now has 129 active members within the processing and trading of seafood products. According to the [European Market Observatory for Fisheries and Aquaculture Products](#) Denmark was the second largest producer of fishery products and the seventh largest on aquaculture production within the European Union. The Danish seafood industry is concentrated in the Province of Jutland. Its fishing fleet consists of almost 1,900 vessels while its main species landed, in volume, are European sprat, herring, and sand eel. Popular farmed species include trout and mussels.

Increasingly, Denmark's seafood processing industry depends on imported raw material. The availability of local seafood species has decreased due to rising fuel prices, the UK leaving the EU, depleting stocks in the Baltic Sea, offshore wind farms in the North Sea, and the creation of marine Nature 2000 sites.

The Danish seafood industry is an international oriented industry. Last year, seafood imports totaled 1.2 million metric tons (MT) and almost 80 percent of these imports originated from outside the EU. The largest non-EU suppliers, by volume, were Norway, Greenland, Sweden, and Faroe Islands. Almost a quarter of fish imports were seafood products, unfit for human consumption, that are mainly used for fish feed. The second largest imported seafood products are (Atlantic) salmon.

The United States was Denmark's twelfth largest supplier of seafood in 2025 (24,929 MT or two percent of total imports). U.S. seafood exports to Denmark were dominated by fish fats and oils, frozen Alaska Pollock (AP), and shrimps and prawns. Other products imported from the United States were fish feed (flours, meals, pellets, and livers), cod, and wild salmon.

The United States has proven to be a reliable supplier of seafood products to Denmark, specifically of whitefish species and Jordani shrimp. There are opportunities for U.S. seafood companies on the Danish market as the EU's [2024-2026 ATQ](#) (Autonomous Tariff Quota) added new species (of which some are available in U.S. waters) to its quota and excluded Russia and Belarus.

### Wine:

Denmark is home to an estimated 1,500 importers of wine. While most of these importers are part time, there are a dozen importers that lead the market. In 2025, Danish wine imports were valued at \$804 million, with every other bottle sold in Denmark originated from either Italy or France and their combined exports to Denmark totaled \$460 million. While not equal in volume, wines from Spain, Germany, the United States, Australia, and Chile were also popular. In 2025, the United States was Denmark's fifth largest and biggest non-EU supplier of wines with exports valued at \$39 million. U.S. wine exports to Denmark however have dropped for the past four years. According to industry sources it is expected that U.S. wine exports to Denmark will continue to drop, due to consumer sentiment.



The Danish wine market is a saturated market. With about two-thirds of the market, red wines continue to dominate consumption. Lighter white wines are becoming more popular. The per capita consumption of wine is declining. There seems to be an overall

growing demand for beverages with lower alcohol percentages, especially among young consumers. Wines in environmentally friendly packaging (including light weight bottles, cans, and bag-in-box), with innovative and funky labels, and natural and organic wines are gaining popularity.

Denmark is the only country in the Nordic region where alcoholic beverages can be sold via regular supermarkets. As a result, an estimated 80 percent of wines are sold via supermarkets, with the remaining sold by liquor stores and wine boutiques like [Vin Specialisten H.J. Hansen Vin A/S](#), [Ubbes Vinhandel](#), and Husted Vins. Special offers are important in this price-conscious market as the Danes reportedly buy 70 to 80 percent of their wine when it is on sale. Due to the 25 percent Value Added Tax (VAT) in Denmark, [tax on alcohol](#), and tax on packaging, an estimated one quarter of the Danes purchase their wines regularly across the border in Germany which has a lower VAT percentage (19 percent) on alcohol and lower tax on packaging.

#### *Craft Beer:*

The Danish market for beer is increasingly focusing on (local) beers from Denmark. Last year, total beer imports were valued at \$53 million. Beer imports from the United States dropped between 2021 and 2025 from \$5.7 million to \$924,554 in 2025. Denmark's largest breweries, as well as local micro-breweries, are experimenting and producing good quality craft beers, often making use of U.S. hops and other ingredients, and compete directly with craft beer from the United States. Minimum durability and transportation time and costs are other factors to take into consideration. Additionally, there is a growing demand for organic beer, alcohol-free beer, and gluten free beer.

#### *Distilled Spirits:*



The EU is the largest export market for U.S. distilled spirits and is responsible for over half of all U.S. exports. Well-known U.S. bourbons are popular and can easily be found at retail outlets. Specialty wine and spirits shops have a much broader assortment of distilled spirits, including those from the United States. Last year, direct imports of U.S. distilled spirits totaled \$3.5 million of which three-quarter were bourbons. The actual value of

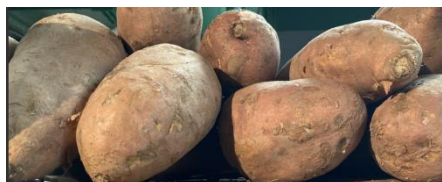
imported U.S. distilled spirits is expected to be higher due to re-exports via the Netherlands. In 2024, total imports were valued at \$236 million with the UK, Germany, Italy, the Netherlands, and France being its main supplying countries. The consumption of distilled spirits is under pressure. The International Alliance for Responsible Drinking, <https://www.iard.org/welcome-to-iard/members-affiliations> and the World Health Organization has expressed concerns about the marketing of alcoholic beverages and the number of selling points for alcoholic beverages. Sales of bourbons could be under pressure due to consumer sentiment.

#### *Tree Nuts:*



The United States is the largest supplier of tree nuts to the Danish market and like many other EU Member States, Denmark largely depends on the United States for its almond supply. Almond imports from the United States were valued at \$32 million in 2025. Actual use of U.S. almonds is expected to be much higher, due to re-exports via other EU member states (the same is also true for walnuts and pistachios). The largest Danish importers are food manufacturers, large bakeries, confectionary and snack companies.

### Sweetpotatoes:



In 2025, Denmark's import of sweetpotatoes went up again and is back to the levels recorded in 2019, 2020, and 2021. Denmark's direct import of U.S. sweetpotatoes are non-existent, as these products are imported via Dutch importers. U.S. sweetpotatoes compete directly with similar products originating from Egypt.

### Condiments and Sauces:



Despite fierce competition from similar products manufactured in other EU countries, sauces and dressings from the United States, including global brands like Sweet Baby Ray's and Tabasco can be found in many supermarkets. Although fluctuating, imports of these products in 2025 were valued at almost \$1.6 million. Total imports were valued at \$204 million.

The Office of Agricultural Affairs in The Hague maintains lists of local buyers of among others organic products, seafood products, craft beer, distilled spirits, wine, specialty foods, and tree nuts for use by U.S. companies.

Table 3. Best Consumer-Oriented Product Prospects

| Commodity (HS code)              | Imports, million USD, 2025 | Imports from U.S., million USD, 2025 (U.S. market share) | Estimated average annual import growth |
|----------------------------------|----------------------------|----------------------------------------------------------|----------------------------------------|
| Bakery goods, cereals, & pasta   | 985                        | 0.5 (0 %)                                                | 5 %                                    |
| Soup and other food preparations | 666                        | 14 (2 %)                                                 | 10 %                                   |
| Chocolate and cocoa products     | 614                        | 0.4 (0 %)                                                | 5 %                                    |
| Petfood                          | 317                        | 0.01 (0 %)                                               | 5 %                                    |
| Non-alcoholic beverages          | 282                        | 1 (0 %)                                                  | 25 %                                   |
| Chewing gum & candy              | 264                        | 0.7 (0 %)                                                | 5 %                                    |
| Condiments & sauces              | 204                        | 1.6 (1 %)                                                | 5 %                                    |

Source: [www.tradedatamonitor.com](http://www.tradedatamonitor.com)

## SECTION V. AGRICULTURAL AND FOOD IMPORTS

### Agricultural & Food Import Statistics:

Danish imports of U.S. agricultural and food products can be downloaded from the following website <https://apps.fas.usda.gov/gats/BicoReport.aspx?type=country>. Please make the following selection: Product Type: exports; Market Year: calendar year; Report Type: year-to-date; Country: Netherlands; Product: agricultural & related products and Download: word.

Table 2 in this report provides an overview of the best high value consumer-oriented products prospects.

## **SECTION VI. KEY CONTACTS AND FURTHER INFORMATION**

If you are a U.S. interested party with questions or comments regarding this report, need assistance exporting to Denmark, or are seeking information on potential foreign buyers of consumer-oriented products and seafood products, please contact the Foreign Agricultural Service:

### **USDA Foreign Agricultural Service (FAS)**

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### **Attachments:**

No Attachments