

Quick Market Overview

Product Category: Gluten-free Pasta
 Market: Denmark
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This document includes a small selection of products in order to give a first idea of the products on the market and their prices in the shops. There are app. 15-20 more products on the market in major web shops and supermarkets. The number of products in the category of Gluten-free pasta seem to be increasing.

Main consumer distributors:

- The supermarket chain group of Salling Group. Estimated market share 25 %
- The supermarket chain group of coop. Estimated market share 25 %.
- The web supermarket nemlig.com with an estimated market share in gluten-free products of 10 %

The DK market for gluten-free pasta can be seen as divided into product groups from different angles:

1. The normal dry pasta products, versus fresh pasta
2. The normal protein level pasta, and pastas with high level , from 12 % and upwards
3. Standard-Quality (Eat and get filled at a reasonable price) dry pasta versus dry High-Quality pastas

We will here consider the market from angle 3 (but please observe the two high-protein products.)
 The price levels of the gluten-free pastas are:

- The low cost / price-competitive types sell at USD 3 per kg.
- The mainstream / middle segment sells at USD 6-10 per kg.
- Products with special profiles or attributes sell at USD 11-22 per kg.

Product-Price Overview:

Chain group	Chain	Brand	Product	Signature Ingredient	Price USD / kilo
Salling	Føtex	Levevis (Salling)	Fusili	Corn	3,50
Salling	Føtex	Levevis (Salling)	Penne	Corn	3,50
coop	SuperBrugsen	coop	Tagliatelle		9,00
coop	SuperBrugsen	coop	Sedanini		9,00
coop	SuperBrugsen	coop	Mezze Penne		9,00
coop	SuperBrugsen	coop	Fusili		7,00
coop	SuperBrugsen	coop	Mezzi Rigatoni		7,00
coop	Superbrugsen	Pasta Natura		Amaranth/Quinoa	12,00
coop	Superbrugsen	Pasta Natura		Pea	17,00
coop	Superbrugsen	Pasta Natura		Bamboo	12,00
coop	Superbrugsen	Pasta Natura		Whole Rice	12,00
coop	Superbrugsen	Clearspring	Red Lentil & Brown Rice	Red lentil & Brown Rice	22,00
coop	Superbrugsen	Clearspring	Brown Rice Pasta	Brown Rice, Quinoa, Amaranth	22,00

Product Examples:



Comment: Clearspring is quite new on the shelves.

The price is exceptionally high. It will be interesting to see if these products can stay on the shelves for more than the next 6 months.

The Salling Group own brand

A good example of the low-end of the Standard Dry gluten-free pasta is the brand of Salling Group, Levevis:



Corn. Conventional
USD 3 / kg



Red Lentils, Organ.
USD 15 / kg



Peas. Organic.
USD 15 / kg



Brown Rice. Organic.
USD 9 / kg



Corn. Conventional.
USD 3 / kg

The coop own brand:

All the products are based on rice and/or on corn



USD 9 / kg

USD 9 / kg

USD 9 / kg

USD 7 / kg

USD 7 / kg

The independent brand of Pasta Natura



Amaranth &
Quinoa
USD 12 / kg



Peas
USD 17 / kg



Rice & Bamboo
USD 12 / kg



Whole Rice
USD 12 / kg



Multilegumes

For further information on all 14 different gluten-free pastas from Pasta Natura you should refer to www.pastanatura.com.