

Quick Market Overview

Product Category:	Baby food, exclusive om milk substitutes
Market:	Denmark
Document date:	06 Nov 2020

This document includes a small selection of products in order to provide a first impression of the products on the market and their sales prices in the shops. Prices include 25 % VAT.

This first version of the document includes app. 60 products. We estimate that there is a total of 120-140 different products in this category on this market. The Overview can be extended also to cover the remaining 60-80 products, and to include nutritional values and main ingredients for most of the products. However, we recommend that a focus area, on product profiles or product types, should first be defined.

The Brands:

This category seems to be dominated primarily by large brands. The background for this is probably that we particularly care for food for our smallest children, as they are vulnerable. Therefore, we prefer food products that we feel that we can fully trust. Some of us also feel that large and well-established brands can more easily be trusted than small and new brands. Bottom line: The consumers want baby-food that they are sure they can trust. This is reflected in the dominating brands, which are:

- Ella's Kitchen (UK). 15 years on the market. Turnover more than 140 € p.a.
- Änglamark (Coop's Scandinavian brand)
- Coop 365 (Coop) (Danish)
- Arla (The largest dairy products producer in Northern Europe) (Danish/Swedish)
- Semper (Swedish, baby food since 1948)
- Organix (UK). 30 years on the market. Well-established.
- Nestlé is also present, but not in a dominating position

Some of the smaller but upcoming and local brands are:

- Urtekram. Well-known brand and well-established supplier. Swedish & Danish
- Fra Fejø. Small and new. Very local. Very natural. Quality fruit. Danish.
- MÄT. New. Danish designed, by a well-known innovator. Owner of a long line of brands.
- Woodland Wonders. Near. Personal. Natural. Danish.

In addition, there is a further still unknown number of brands of the market, but all with a small market share.

Seen on the background of the present brands on the market, a new-comer brand should be: Branded as Danish or Swedish designed. Be either well-established or have plenty of means for marketing. Include trend or idea in the products and the profile different to these already on the market (There are plenty of gluten-free and organic products on the market, and plenty based on exiting fruits or other raw materials). Since it is a matter of trust and confidence from the consumers, a potential newcomer to the market may want to consider, if an introduction to the market should take place as a Bolivian brand or as a Danish or Swedish brand.



We can provide descriptions of most of the brands and of the companies behind the brands, e.g. mission, vision, strategy, size etc. However, this is not included in the base services.

The Consumer Distributors:

As for most other food products, COOP and Salling Group are the absolutely dominating distributors. However, health shops and internet shops are of more importance in the baby food market than for most other food product.



Product Examples:

Ella´s Kitchen		https://shop.ellaskitchen.co	.uk/
Prunes Ella's Kitchen, 0.07 kg, From 4 months. 13 ⁵⁰ DKK 192.86 per kg	Blueberries, apple, banana & Ella's Kitchen, From 4 months. 1675	Squash Sweet Potatoes 1795 DKK 149.58 per kg	Blueberries, apple, banana & 15 ⁹⁵
Strawberries, Rhubarb & Ap	Mango 1695 DKK 242.14 per kg	Carrots, peas and pear 1595 DKK 132.92 per kg	Baby puree Carrot, apple & parsnip 14 ⁷⁵
DKK 141.25 per kg	Zucchini, Apple + Avocado 1695	Squash, Apple & Quinoa 16 ⁹⁵	Chicken Roast Dinner From 7 months. 25 ⁹⁵
DKK 149.58 per kg	DKK 141.25 per kg	DKK 141.25 per kg	DKK 199.62 per kg



Baby mash Lamb, couscous, mango & raisin 2595 DKK 199.62 per kg	Baby puree Broccoli, pear & peas 1475 DKK 122.92 per kg	Smoothie Ella's Kitchen, 0.12 kg, Banana and coconut. 1595 From 4 months. DKK 132.92 per kg	Image: second system Banana & raisin snack 36 ⁵⁰ DKK 7.30 per PCS
Baby Biscuits Apple & Ginger 4195 DKK 233.06 pr. kg	Baby Biscuits Vanilla and banana 4195 DKK 388.43 per kg		
Fra Fejø		www.frafejoe.dk	
Organic baby puree	Atternet Att	PEIO States of the second	Balgana FEIO Anne Dona edatory data 190
From Feiø. 0.15 kg	Carrot and Apple Mash	Apple and pear puree	Apple puree
with plum & apple 1895	19 ⁰⁰ Ø =	19 ⁰⁰ Ø : :::::::::::::::::::::::::::::::::::	19ºº Ø=
DKK 126.33 per kg	DKK 126.67 per kg	DKK 126.67 per kg	DKK 126.67 per kg
	440 CONTRACTOR CONTRAC		
Quinoa and	Organic Smoothie	Organic Smoothie Apple / Pear	
Apple Mash	Plum / Apple		
1900 Ø 🖬	18 ⁵⁰ Ø::: @	18 ⁵⁰ Ø *** Markov M	
DKK 126.67 per kg	DKK 185 per liters	brav too per inters	



Coop 365			
Smoothie with apple,	Smoothie with apple and pe	Smoothie Coop 365 organic,	Smoothie with apple
Coop 365, 0.09 kg,	Coop 365, 0.09 kg,	with apple & banana	Coop 365, 0.09 kg,
500	500	500 0.09 kg, 🗖	500
DKK 55.56 per kg	DKK 55.56 per kg	DKK 55.56 per kg	DKK 55.56 per kg
Smoothie with apple Coop 365, 0.09 kg, 500			
DKK 55.56 per kg			
Änglamark			
Example 1 for the second secon	KLAMAS SAUTHE	Real Provided Action of the second action of the se	KLAMUS SMOOTHER TRANSPORTED
Smoothie	Organic smoothie	Smoothie	
Änglamark, 0.09 kg strawberry	Änglamark, 0.09 kg, with strawberries, blueberries,	Apple, banana, apricot, peach & mango	Smoothie Apple, banana & mango
950 , Pear, banana 📈	950 apple &	950	950
DKK 105.56 per kg	DKK 105.56 per kg 🛛 🖉	DKK 105.56 per kg	DKK 105.56 per kg
	E AMARKA MARKANANA MARKANA MARKANANA MARKANANA MARKANANANANA MARKANANANANANANANANANANANANANANANANANANA	KLAIMMINS SMOOTHLE OO	
Smoothie	Creathia	Creathia	Smoothie
With banana, blackberries, raspberries & rice	Smoothie Pear, kiwi & banana	Smoothie Pear, banana & strawberry	With prune puree.
11 50	950	9 ⁵⁰	1050
DKK 95.83 per kg	DKK 105.56 per kg	DKK 105.56 per kg	DKK 150 per kg



Octiment with 11so Apple & Cinna DK 95.83 per kg Whole grain porridge With apple and banana 2925 Whole grain porridge With sple 2925 USE (0633 per kg Whole grain porridge With sple 2925 USE (0633 per kg USE (063 per kg	r	r	F	r
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Apple and banana purce 12 50 DKK 65.79 per kgPurce Peach, apple & passion fruit 12 50 DKK 65.79 per kgCarrot and mashed potatoes 1475 DKK 77.63 per kgLasagne 1475 DKK 77.63 per kgMÁTCheese Organic Chips 2 300 DKK 12 per PCSDino Cheese organic Chips 12 00 DKK 12 per PCSSour Cream & Onion organic Chips 2 300 DKK 12 per PCSFruity Stars organic Chips 0 200 DKK 12 per PCSEvening porridge With rice, pasta & carrot 3125Baby & me Organic Hilet porridge 3125Apple, pineapple, conut 1495Sourd Creams A Onion Organic Chips 0 200 DKK 12 per PCS	DKK 95.83 per kg	2923	DKK 146.25 per kg 🛛 🔤	DKK 108.33 per kg
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