

## Quick Market Overview

Product Category: Baby food, exclusive om milk substitutes  
Market: Denmark  
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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 Fejøl. 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		<a href="https://shop.ellaskitchen.co.uk/">https://shop.ellaskitchen.co.uk/</a>	
 <p><b>Prunes</b> Ella's Kitchen, 0.07 kg, From 4 months.</p> <p><b>13<sup>50</sup></b> DKK 192.86 per kg</p>	 <p><b>Blueberries, apple, banana &amp;...</b> Ella's Kitchen, From 4 months.</p> <p><b>16<sup>75</sup></b> DKK 186.11 per kg</p>	 <p><b>Squash Sweet Potatoes</b></p> <p><b>17<sup>95</sup></b> DKK 149.58 per kg</p>	 <p><b>Blueberries, apple, banana &amp;...</b></p> <p><b>15<sup>95</sup></b> DKK 132.92 per kg</p>
 <p><b>Strawberries, Rhubarb &amp; Apples</b></p> <p><b>16<sup>95</sup></b> DKK 141.25 per kg</p>	 <p><b>Mango</b></p> <p><b>16<sup>95</sup></b> DKK 242.14 per kg</p>	 <p><b>Carrots, peas and pear</b></p> <p><b>15<sup>95</sup></b> DKK 132.92 per kg</p>	 <p><b>Baby puree</b> Carrot, apple &amp; parsnip</p> <p><b>14<sup>75</sup></b> DKK 122.92 per kg</p>
 <p><b>Pumpkin, Broccoli + Sweetcorn</b></p> <p><b>17<sup>95</sup></b> DKK 149.58 per kg</p>	 <p><b>Zucchini, Apple + Avocado</b></p> <p><b>16<sup>95</sup></b> DKK 141.25 per kg</p>	 <p><b>Squash, Apple &amp; Quinoa</b></p> <p><b>16<sup>95</sup></b> DKK 141.25 per kg</p>	 <p><b>Chicken Roast Dinner</b> From 7 months.</p> <p><b>25<sup>95</sup></b> DKK 199.62 per kg</p>
 <p><b>Oaty Nibbly Fingers</b> Strawberry &amp; Apple Biscuits</p> <p><b>42<sup>95</sup></b></p>	 <p><b>Baby puree</b> Sweet potatoes, broccoli &amp; carrots</p> <p><b>17<sup>95</sup></b> DKK 149.58 per kg</p>	 <p><b>Butternut squash</b></p> <p><b>14<sup>75</sup></b> DKK 122.92 per kg</p>	 <p><b>Baby mash</b> Chicken Casserole</p> <p><b>25<sup>95</sup></b> DKK 199.62 per kg</p>

 <p><b>Baby mash</b> Lamb, couscous, mango &amp; raisin</p> <p><b>25<sup>95</sup></b>  DKK 199.62 per kg</p>	 <p><b>Baby puree</b> Broccoli, pear &amp; peas</p> <p><b>14<sup>75</sup></b> DKK 122.92 per kg</p>	 <p><b>Smoothie</b> Ella's Kitchen, 0.12 kg, Banana and coconut.</p> <p><b>15<sup>95</sup></b> From 4 months.  DKK 132.92 per kg</p>	 <p><b>Banana &amp; raisin snack</b></p> <p><b>36<sup>50</sup></b>  DKK 7.30 per PCS</p>
 <p><b>Baby Biscuits</b> Apple &amp; Ginger</p> <p><b>41<sup>95</sup></b>  DKK 233.06 pr. kg</p>	 <p><b>Baby Biscuits</b> Vanilla and banana</p> <p><b>41<sup>95</sup></b>  DKK 388.43 per kg</p>		
<p>Fra Fejø <span style="float: right;"><a href="http://www.frafejoe.dk">www.frafejoe.dk</a></span></p>			
 <p><b>Organic baby puree</b> From Fejø. 0.15 kg, with plum &amp; apple</p> <p><b>18<sup>95</sup></b>  DKK 126.33 per kg</p>	 <p><b>Carrot and Apple Mash</b></p> <p><b>19<sup>00</sup></b>  DKK 126.67 per kg</p>	 <p><b>Apple and pear puree</b></p> <p><b>19<sup>00</sup></b>  DKK 126.67 per kg</p>	 <p><b>Apple puree</b></p> <p><b>19<sup>00</sup></b>  DKK 126.67 per kg</p>
 <p><b>Quinoa and Apple Mash</b></p> <p><b>19<sup>00</sup></b>  DKK 126.67 per kg</p>	 <p><b>Organic Smoothie</b> Plum / Apple</p> <p><b>18<sup>50</sup></b>  DKK 185 per liters</p>	 <p><b>Organic Smoothie</b> Apple / Pear,</p> <p><b>18<sup>50</sup></b>  DKK 185 per liters</p>	

Coop 365			
 <p><b>Smoothie with apple,</b> Coop 365, 0.09 kg, <b>5<sup>00</sup></b>  DKK 55.56 per kg</p>	 <p><b>Smoothie with apple and pe...</b> Coop 365, 0.09 kg, <b>5<sup>00</sup></b>  DKK 55.56 per kg</p>	 <p><b>Smoothie</b> Coop 365 organic, with apple &amp; banana <b>5<sup>00</sup></b> 0.09 kg,  DKK 55.56 per kg</p>	 <p><b>Smoothie with apple</b> Coop 365, 0.09 kg, <b>5<sup>00</sup></b>  DKK 55.56 per kg</p>
 <p><b>Smoothie with apple</b> Coop 365, 0.09 kg, <b>5<sup>00</sup></b>  DKK 55.56 per kg</p>			
Änglamark			
 <p><b>Smoothie</b> Änglamark, 0.09 kg strawberry <b>9<sup>50</sup></b> , Pear, banana  DKK 105.56 per kg</p>	 <p><b>Organic smoothie</b> Änglamark, 0.09 kg, with strawberries, blueberries, <b>9<sup>50</sup></b> apple &amp;...  DKK 105.56 per kg</p>	 <p><b>Smoothie</b> Apple, banana, apricot, peach &amp; mango <b>9<sup>50</sup></b>  DKK 105.56 per kg</p>	 <p><b>Smoothie</b> Apple, banana &amp; mango <b>9<sup>50</sup></b>  DKK 105.56 per kg</p>
 <p><b>Smoothie</b> With banana, blackberries, raspberries &amp; rice <b>11<sup>50</sup></b>  DKK 95.83 per kg</p>	 <p><b>Smoothie</b> Pear, kiwi &amp; banana <b>9<sup>50</sup></b>  DKK 105.56 per kg</p>	 <p><b>Smoothie</b> Pear, banana &amp; strawberry <b>9<sup>50</sup></b>  DKK 105.56 per kg</p>	 <p><b>Smoothie</b> With prune puree. <b>10<sup>50</sup></b>  DKK 150 per kg</p>

 <p>Oatmeal with <b>11<sup>50</sup></b> Apple &amp; Cinna... DKK 95.83 per kg </p>	 <p>Whole grain porridge With apple and banana <b>29<sup>25</sup></b> DKK 146.25 per kg </p>	 <p>Whole grain porridge With spelt <b>29<sup>25</sup></b> DKK 146.25 per kg </p>	 <p>Whole grain porridge 1 year With apple, banana and pear <b>29<sup>25</sup></b> DKK 108.33 per kg </p>
 <p>Apple and banana puree <b>12<sup>50</sup></b> DKK 65.79 per kg </p>	 <p>Puree Peach, apple &amp; passion fruit <b>12<sup>50</sup></b> DKK 65.79 per kg </p>	 <p>Carrot and mashed potatoes <b>14<sup>75</sup></b> DKK 77.63 per kg </p>	 <p>Lasagne <b>14<sup>75</sup></b> DKK 77.63 per kg </p>
<p><b>MÄT</b></p>			
 <p>Cheese Organic Chips <b>23<sup>00</sup></b> DKK 23 per PCS </p>	 <p>Dino Cheese Organic Chips <b>12<sup>00</sup></b> DKK 12 per PCS </p>	 <p>Sour Cream &amp; Onion Organic Chips <b>23<sup>00</sup></b> DKK 23 per PCS </p>	 <p>Fruity Stars Organic breakfast with banana and date <b>34<sup>95</sup></b> DKK 34.95 per PCS </p>
<p>Various brands – a selection</p>			
 <p>Evening porridge With rice, pasta &amp; carrot <b>31<sup>25</sup></b> DKK 125 per kg </p>	 <p>Baby &amp; me Organic Millet porridge <b>31<sup>25</sup></b> DKK 148.81 </p>	 <p>Apple, pineapple, coconut <b>14<sup>95</sup></b> DKK 149.50 per kg </p>	 <p>Sweet Dreams Woodland Wonders, 0.15 kg Organic baby porridge with <b>36<sup>00</sup></b> DKK 240 per kg </p>