

**Food For Thought (FFT)
Strategic Information Services**

Food & Drink Markets

2008 Edition

Prepared for:

Food For Thought

Disclaimer

Disclaimer and © Copyright: Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy. No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

© 2008 Food For Thought (FFT) S.A.

www.fft.com

sales-service@fft.com

FOREWORD

LEGAL, DISCLAIMER and COPYRIGHT

- Legal:** This report is governed by the "Terms of Service" and "Legal & Disclaimer" sections to be found on FFT's online website at www.fft.com.
- Disclaimer:** Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy.
- Copyright ©** No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

OVERALL DEFINITIONS

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

METHODOLOGY

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

FULL COVERAGE

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

DATA COLLECTION PRINCIPLES

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

TABLE OF CONTENTS

Summary Market Tables	79
2002 Total Expenditure	79
All Flour & Bakery to Cream	79
Denmark and 1-Country Total	79
Yoghurt to Beef	80
Denmark and 1-Country Total	80
Pork to Still Wine	81
Denmark and 1-Country Total	81
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	82
Denmark and 1-Country Total	82
2007 Total Expenditure	83
All Flour & Bakery to Cream	83
Denmark and 1-Country Total	83
Yoghurt to Beef	84
Denmark and 1-Country Total	84
Pork to Still Wine	85
Denmark and 1-Country Total	85
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	86
Denmark and 1-Country Total	86
2007 Retail Expenditure	87
All Flour & Bakery to Cream	87
Denmark and 1-Country Total	87
Yoghurt to Beef	88
Denmark and 1-Country Total	88
Pork to Still Wine	89
Denmark and 1-Country Total	89
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	90
Denmark and 1-Country Total	90
2007 Foodservice Expenditure	91
All Flour & Bakery to Cream	91
Denmark and 1-Country Total	91
Yoghurt to Beef	92
Denmark and 1-Country Total	92
Pork to Still Wine	93
Denmark and 1-Country Total	93
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	94
Denmark and 1-Country Total	94
2002-2007 Value Growth Rates	95
All Flour & Bakery to Cream	95
Denmark and 1-Country Total	95
Yoghurt to Beef	96
Denmark and 1-Country Total	96
Pork to Still Wine	97
Denmark and 1-Country Total	97
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	98

Denmark and 1-Country Total	98
2002-2007 Per Capita Growth Rates	99
All Flour & Bakery to Cream	99
Denmark and 1-Country Total	99
Yoghurt to Beef	100
Denmark and 1-Country Total	100
Pork to Still Wine	101
Denmark and 1-Country Total	101
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	102
Denmark and 1-Country Total	102
2007 Retail Market Share	103
All Flour & Bakery to Cream	103
Denmark and 1-Country Total	103
Yoghurt to Beef	104
Denmark and 1-Country Total	104
Pork to Still Wine	105
Denmark and 1-Country Total	105
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	106
Denmark and 1-Country Total	106
2007 Foodservice Market Share	107
All Flour & Bakery to Cream	107
Denmark and 1-Country Total	107
Yoghurt to Beef	108
Denmark and 1-Country Total	108
Pork to Still Wine	109
Denmark and 1-Country Total	109
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	110
Denmark and 1-Country Total	110
2007 Total Retail Market Share	111
All Flour & Bakery to Cream	111
Denmark and 1-Country Total	111
Yoghurt to Beef	112
Denmark and 1-Country Total	112
Pork to Still Wine	113
Denmark and 1-Country Total	113
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	114
Denmark and 1-Country Total	114
2007 Total Foodservice Market Share	115
All Flour & Bakery to Cream	115
Denmark and 1-Country Total	115
Yoghurt to Beef	116
Denmark and 1-Country Total	116
Pork to Still Wine	117
Denmark and 1-Country Total	117
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	118
Denmark and 1-Country Total	118

Demand and Supply by Product	119
1. All Flour & Bakery Market Profile	121
Periscope for All Flour & Bakery in Denmark	121
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Flour & Bakery, Denmark	122
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Flour & Bakery, Denmark	122
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Flour & Bakery, Denmark	122
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Flour & Bakery, Denmark	123
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Flour & Bakery, Denmark	123
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.1 Flour (retail only) Market Profile	125
Periscope for Flour (retail only) in Denmark	125
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Flour (retail only), Denmark	126
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Flour (retail only), Denmark	126
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Flour (retail only), Denmark	126
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Flour (retail only), Denmark	127
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Flour (retail only), Denmark	127
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Flour (retail only), Denmark	128
Major Brands Listing by Company and Subsidiary, 2008	

1.2 Bread Products Market Profile	129
Periscope for Bread Products in Denmark	129
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bread Products, Denmark	130
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bread Products, Denmark	130
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bread Products, Denmark	130
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bread Products, Denmark	131
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bread Products, Denmark	131
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bread Products, Denmark	132
Major Brands Listing by Company and Subsidiary, 2008	
1.3 Crispbread Market Profile	133
Periscope for Crispbread in Denmark	133
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Crispbread, Denmark	134
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Crispbread, Denmark	134
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Crispbread, Denmark	134
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Crispbread, Denmark	135
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Crispbread, Denmark	135
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Crispbread, Denmark	136
Major Brands Listing by Company and Subsidiary, 2008	

1.4 Industrial Pastry Market Profile	137
Periscope for Industrial Pastry in Denmark	137
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Industrial Pastry, Denmark	138
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Industrial Pastry, Denmark	138
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Industrial Pastry, Denmark	138
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Industrial Pastry, Denmark	139
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Industrial Pastry, Denmark	139
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Industrial Pastry, Denmark	140
Major Brands Listing by Company and Subsidiary, 2008	
1.5 Biscuits Market Profile	141
Periscope for Biscuits in Denmark	141
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Biscuits, Denmark	142
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Biscuits, Denmark	142
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Biscuits, Denmark	142
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Biscuits, Denmark	143
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Biscuits, Denmark	143
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Biscuits, Denmark	144
Major Brands Listing by Company and Subsidiary, 2008	

1.6 Frozen Pastry Products Market Profile	145
Periscope for Frozen Pastry Products in Denmark	145
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pastry Products, Denmark	146
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pastry Products, Denmark	146
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pastry Products, Denmark	146
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pastry Products, Denmark	147
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pastry Products, Denmark	147
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pastry Products, Denmark	148
Major Brands Listing by Company and Subsidiary, 2008	
1.7 All Pasta Market Profile	149
Periscope for All Pasta in Denmark	149
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Pasta, Denmark	150
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Pasta, Denmark	150
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Pasta, Denmark	150
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Pasta, Denmark	151
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Pasta, Denmark	151
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.71 Fresh Pasta Market Profile	153
Periscope for Fresh Pasta in Denmark	153

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	153
Introduction, Fresh Pasta, Denmark	154
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Pasta, Denmark	154
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Pasta, Denmark	154
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Pasta, Denmark	155
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Pasta, Denmark	155
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Pasta, Denmark	156
Major Brands Listing by Company and Subsidiary, 2008	
1.72 Dry Pasta Market Profile	157
Periscope for Dry Pasta in Denmark	157
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry Pasta, Denmark	158
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry Pasta, Denmark	158
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dry Pasta, Denmark	158
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry Pasta, Denmark	159
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry Pasta, Denmark	159
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry Pasta, Denmark	160
Major Brands Listing by Company and Subsidiary, 2008	
2. All Other Cereals Market Profile	161
Periscope for All Other Cereals in Denmark	161

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	161
Introduction, All Other Cereals, Denmark	162
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Other Cereals, Denmark	162
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Other Cereals, Denmark	162
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Other Cereals, Denmark	163
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Other Cereals, Denmark	163
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
2.1 Rice Market Profile	165
Periscope for Rice in Denmark	165
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Rice, Denmark	166
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Rice, Denmark	166
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Rice, Denmark	166
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Rice, Denmark	167
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Rice, Denmark	167
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Rice, Denmark	168
Major Brands Listing by Company and Subsidiary, 2008	
2.2 Breakfast Cereals Market Profile	169
Periscope for Breakfast Cereals in Denmark	169
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Breakfast Cereals, Denmark	170

Detailed product definition, including local market particularities	170
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Breakfast Cereals, Denmark	170
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Breakfast Cereals, Denmark	170
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Breakfast Cereals, Denmark	171
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Breakfast Cereals, Denmark	171
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Breakfast Cereals, Denmark	172
Major Brands Listing by Company and Subsidiary, 2008	
3. All Sugar & Sweeteners Market Profile	173
Periscope for All Sugar & Sweeteners in Denmark	173
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar & Sweeteners, Denmark	174
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar & Sweeteners, Denmark	174
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar & Sweeteners, Denmark	174
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar & Sweeteners, Denmark	175
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar & Sweeteners, Denmark	175
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
3.1 Sugar Market Profile	177
Periscope for Sugar in Denmark	177
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sugar, Denmark	178
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	178
Total Market Volume, Sugar, Denmark	178
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sugar, Denmark	178
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sugar, Denmark	179
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sugar, Denmark	179
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sugar, Denmark	180
Major Brands Listing by Company and Subsidiary, 2008	
3.2 Artificial Sweeteners Market Profile	181
Periscope for Artificial Sweeteners in Denmark	181
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Artificial Sweeteners, Denmark	182
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Artificial Sweeteners, Denmark	182
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Artificial Sweeteners, Denmark	182
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Artificial Sweeteners, Denmark	183
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Artificial Sweeteners, Denmark	183
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Artificial Sweeteners, Denmark	184
Major Brands Listing by Company and Subsidiary, 2008	
4. All Preserves Market Profile	185
Periscope for All Preserves in Denmark	185
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Preserves, Denmark	186
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	186
Total Market Volume, All Preserves, Denmark	186
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Preserves, Denmark	186
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Preserves, Denmark	187
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Preserves, Denmark	187
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
4.1 Jams & Marmalade Market Profile	189
Periscope for Jams & Marmalade in Denmark	189
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Jams & Marmalade, Denmark	190
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Jams & Marmalade, Denmark	190
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Jams & Marmalade, Denmark	190
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Jams & Marmalade, Denmark	191
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Jams & Marmalade, Denmark	191
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Jams & Marmalade, Denmark	192
Major Brands Listing by Company and Subsidiary, 2008	
4.2 Honey Market Profile	193
Periscope for Honey in Denmark	193
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Honey, Denmark	194
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Honey, Denmark	194
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Honey, Denmark	194
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Honey, Denmark	195
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Honey, Denmark	195
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Honey, Denmark	196
Major Brands Listing by Company and Subsidiary, 2008	
4.3 Other Sweet Spreads Market Profile	197
Periscope for Other Sweet Spreads in Denmark	197
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sweet Spreads, Denmark	198
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sweet Spreads, Denmark	198
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sweet Spreads, Denmark	198
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sweet Spreads, Denmark	199
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sweet Spreads, Denmark	199
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sweet Spreads, Denmark	200
Major Brands Listing by Company and Subsidiary, 2008	
5. All Confectionery & Snacks Market Profile	201
Periscope for All Confectionery & Snacks in Denmark	201
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Confectionery & Snacks, Denmark	202
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, All Confectionery & Snacks, Denmark	202
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Confectionery & Snacks, Denmark	202
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Confectionery & Snacks, Denmark	203
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Confectionery & Snacks, Denmark	203
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.1 All Sugar Confectionery Market Profile	205
Periscope for All Sugar Confectionery in Denmark	205
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar Confectionery, Denmark	206
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar Confectionery, Denmark	206
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar Confectionery, Denmark	206
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar Confectionery, Denmark	207
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar Confectionery, Denmark	207
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.11 Chewing Gum Market Profile	209
Periscope for Chewing Gum in Denmark	209
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chewing Gum, Denmark	210
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chewing Gum, Denmark	210
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Chewing Gum, Denmark	210
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chewing Gum, Denmark	211
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chewing Gum, Denmark	211
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chewing Gum, Denmark	212
Major Brands Listing by Company and Subsidiary, 2008	
5.12 Other Sugar Confectionery Market Profile	213
Periscope for Other Sugar Confectionery in Denmark	213
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sugar Confectionery, Denmark	214
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sugar Confectionery, Denmark	214
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sugar Confectionery, Denmark	214
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sugar Confectionery, Denmark	215
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sugar Confectionery, Denmark	215
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sugar Confectionery, Denmark	216
Major Brands Listing by Company and Subsidiary, 2008	
5.2 All Chocolate Confectionery Market Profile	217
Periscope for All Chocolate Confectionery in Denmark	217
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Chocolate Confectionery, Denmark	218
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Chocolate Confectionery, Denmark	218
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, All Chocolate Confectionery, Denmark	218
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Chocolate Confectionery, Denmark	219
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Chocolate Confectionery, Denmark	219
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.21 Chocolate Countlines Market Profile	221
Periscope for Chocolate Countlines in Denmark	221
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chocolate Countlines, Denmark	222
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chocolate Countlines, Denmark	222
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chocolate Countlines, Denmark	222
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chocolate Countlines, Denmark	223
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chocolate Countlines, Denmark	223
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chocolate Countlines, Denmark	224
Major Brands Listing by Company and Subsidiary, 2008	
5.22 Other Chocolate Confectionery Market Profile	225
Periscope for Other Chocolate Confectionery in Denmark	225
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Chocolate Confectionery, Denmark	226
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Chocolate Confectionery, Denmark	226
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Chocolate Confectionery, Denmark	226
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	226
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Chocolate Confectionery, Denmark	227
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Chocolate Confectionery, Denmark	227
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Chocolate Confectionery, Denmark	228
Major Brands Listing by Company and Subsidiary, 2008	
5.3 All Savoury Snacks Market Profile	229
Periscope for All Savoury Snacks in Denmark	229
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Savoury Snacks, Denmark	230
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Savoury Snacks, Denmark	230
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Savoury Snacks, Denmark	230
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Savoury Snacks, Denmark	231
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Savoury Snacks, Denmark	231
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.31 Nuts Market Profile	233
Periscope for Nuts in Denmark	233
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Nuts, Denmark	234
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Nuts, Denmark	234
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Nuts, Denmark	234
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Nuts, Denmark	235
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Nuts, Denmark	235
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Nuts, Denmark	236
Major Brands Listing by Company and Subsidiary, 2008	
5.32 Savoury Biscuits Market Profile	237
Periscope for Savoury Biscuits in Denmark	237
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Savoury Biscuits, Denmark	238
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Savoury Biscuits, Denmark	238
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Savoury Biscuits, Denmark	238
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Savoury Biscuits, Denmark	239
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Savoury Biscuits, Denmark	239
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Savoury Biscuits, Denmark	240
Major Brands Listing by Company and Subsidiary, 2008	
5.33 Extruded Snacks Market Profile	241
Periscope for Extruded Snacks in Denmark	241
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Extruded Snacks, Denmark	242
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Extruded Snacks, Denmark	242
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Extruded Snacks, Denmark	242
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Extruded Snacks, Denmark	243
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Extruded Snacks, Denmark	243
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Extruded Snacks, Denmark	244
Major Brands Listing by Company and Subsidiary, 2008	
6. All Fruits & Vegetables Market Profile	245
Periscope for All Fruits & Vegetables in Denmark	245
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fruits & Vegetables, Denmark	246
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fruits & Vegetables, Denmark	246
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fruits & Vegetables, Denmark	246
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fruits & Vegetables, Denmark	247
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fruits & Vegetables, Denmark	247
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.1 Fresh Fruit Market Profile	249
Periscope for Fresh Fruit in Denmark	249
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fruit, Denmark	250
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fruit, Denmark	250
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fruit, Denmark	250
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fruit, Denmark	251
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	251
Distribution Channels, Fresh Fruit, Denmark	251
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fruit, Denmark	252
Major Brands Listing by Company and Subsidiary, 2008	
6.2 Canned Fruit Market Profile	253
Periscope for Canned Fruit in Denmark	253
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fruit, Denmark	254
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fruit, Denmark	254
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fruit, Denmark	254
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fruit, Denmark	255
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fruit, Denmark	255
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fruit, Denmark	256
Major Brands Listing by Company and Subsidiary, 2008	
6.3 Frozen Fruit Market Profile	257
Periscope for Frozen Fruit in Denmark	257
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fruit, Denmark	258
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fruit, Denmark	258
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fruit, Denmark	258
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fruit, Denmark	259
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	259
Distribution Channels, Frozen Fruit, Denmark	259
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fruit, Denmark	260
Major Brands Listing by Company and Subsidiary, 2008	
6.4 Fresh Vegetables Market Profile	261
Periscope for Fresh Vegetables in Denmark	261
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Vegetables, Denmark	262
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Vegetables, Denmark	262
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Vegetables, Denmark	262
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Vegetables, Denmark	263
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Vegetables, Denmark	263
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Vegetables, Denmark	264
Major Brands Listing by Company and Subsidiary, 2008	
6.5 Canned Vegetables Market Profile	265
Periscope for Canned Vegetables in Denmark	265
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Vegetables, Denmark	266
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Vegetables, Denmark	266
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Vegetables, Denmark	266
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Vegetables, Denmark	267
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	267
Distribution Channels, Canned Vegetables, Denmark	267
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Vegetables, Denmark	268
Major Brands Listing by Company and Subsidiary, 2008	
6.6 Frozen Vegetables Market Profile	269
Periscope for Frozen Vegetables in Denmark	269
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Vegetables, Denmark	270
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Vegetables, Denmark	270
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Vegetables, Denmark	270
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Vegetables, Denmark	271
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Vegetables, Denmark	271
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Vegetables, Denmark	272
Major Brands Listing by Company and Subsidiary, 2008	
6.7 Chilled Vegetables Market Profile	273
Periscope for Chilled Vegetables in Denmark	273
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Vegetables, Denmark	274
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Vegetables, Denmark	274
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Vegetables, Denmark	274
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Vegetables, Denmark	275
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	275
Distribution Channels, Chilled Vegetables, Denmark	275
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Vegetables, Denmark	276
Major Brands Listing by Company and Subsidiary, 2008	
7. All Potato & Potato Products Market Profile	277
Periscope for All Potato & Potato Products in Denmark	277
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Potato & Potato Products, Denmark	278
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Potato & Potato Products, Denmark	278
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Potato & Potato Products, Denmark	278
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Potato & Potato Products, Denmark	279
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Potato & Potato Products, Denmark	279
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7.1 Fresh Potatoes Market Profile	281
Periscope for Fresh Potatoes in Denmark	281
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Potatoes, Denmark	282
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Potatoes, Denmark	282
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Potatoes, Denmark	282
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Potatoes, Denmark	283
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Potatoes, Denmark	283

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	283
Major Brands, Fresh Potatoes, Denmark	284
Major Brands Listing by Company and Subsidiary, 2008	
7.2 Potato Crisps Market Profile	285
Periscope for Potato Crisps in Denmark	285
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Potato Crisps, Denmark	286
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Potato Crisps, Denmark	286
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Potato Crisps, Denmark	286
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Potato Crisps, Denmark	287
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Potato Crisps, Denmark	287
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Potato Crisps, Denmark	288
Major Brands Listing by Company and Subsidiary, 2008	
7.3 Frozen Potato Market Profile	289
Periscope for Frozen Potato in Denmark	289
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Potato, Denmark	290
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Potato, Denmark	290
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Potato, Denmark	290
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Potato, Denmark	291
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Potato, Denmark	291

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	291
Major Brands, Frozen Potato, Denmark	292
Major Brands Listing by Company and Subsidiary, 2008	
7.4 Dehydrated Potato Market Profile	293
Periscope for Dehydrated Potato in Denmark	293
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Potato, Denmark	294
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Potato, Denmark	294
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Potato, Denmark	294
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Potato, Denmark	295
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Potato, Denmark	295
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Potato, Denmark	296
Major Brands Listing by Company and Subsidiary, 2008	
8. All Dairy Products Market Profile	297
Periscope for All Dairy Products in Denmark	297
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dairy Products, Denmark	298
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dairy Products, Denmark	298
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dairy Products, Denmark	298
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dairy Products, Denmark	299
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dairy Products, Denmark	299

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	299
8.1 Liquid Milk Market Profile	301
Periscope for Liquid Milk in Denmark	301
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Liquid Milk, Denmark	302
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Liquid Milk, Denmark	302
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Liquid Milk, Denmark	302
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Liquid Milk, Denmark	303
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Liquid Milk, Denmark	303
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Liquid Milk, Denmark	304
Major Brands Listing by Company and Subsidiary, 2008	
8.2 Cream Market Profile	305
Periscope for Cream in Denmark	305
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cream, Denmark	306
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cream, Denmark	306
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cream, Denmark	306
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cream, Denmark	307
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cream, Denmark	307
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cream, Denmark	308

Major Brands Listing by Company and Subsidiary, 2008	308
8.3 Yoghurt Market Profile	309
Periscope for Yoghurt in Denmark	309
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Yoghurt, Denmark	310
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Yoghurt, Denmark	310
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Yoghurt, Denmark	310
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Yoghurt, Denmark	311
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Yoghurt, Denmark	311
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Yoghurt, Denmark	312
Major Brands Listing by Company and Subsidiary, 2008	
8.4 Condensed Milk Market Profile	313
Periscope for Condensed Milk in Denmark	313
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Condensed Milk, Denmark	314
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Condensed Milk, Denmark	314
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Condensed Milk, Denmark	314
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Condensed Milk, Denmark	315
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Condensed Milk, Denmark	315
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Condensed Milk, Denmark	316

Major Brands Listing by Company and Subsidiary, 2008	316
8.5 Powdered Milk Market Profile	317
Periscope for Powdered Milk in Denmark	317
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Milk, Denmark	318
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Milk, Denmark	318
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Milk, Denmark	318
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Milk, Denmark	319
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Milk, Denmark	319
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Milk, Denmark	320
Major Brands Listing by Company and Subsidiary, 2008	
8.6 Fresh Cheese Market Profile	321
Periscope for Fresh Cheese in Denmark	321
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Cheese, Denmark	322
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Cheese, Denmark	322
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Cheese, Denmark	322
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Cheese, Denmark	323
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Cheese, Denmark	323
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Cheese, Denmark	324

Major Brands Listing by Company and Subsidiary, 2008	324
8.7 Natural Cheese Market Profile	325
Periscope for Natural Cheese in Denmark	325
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Natural Cheese, Denmark	326
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Natural Cheese, Denmark	326
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Natural Cheese, Denmark	326
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Natural Cheese, Denmark	327
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Natural Cheese, Denmark	327
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Natural Cheese, Denmark	328
Major Brands Listing by Company and Subsidiary, 2008	
8.8 Processed Cheese Market Profile	329
Periscope for Processed Cheese in Denmark	329
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Processed Cheese, Denmark	330
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Processed Cheese, Denmark	330
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Processed Cheese, Denmark	330
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Processed Cheese, Denmark	331
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Processed Cheese, Denmark	331
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Processed Cheese, Denmark	332

Major Brands Listing by Company and Subsidiary, 2008	332
8.9 Eggs Market Profile	333
Periscope for Eggs in Denmark	333
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Eggs, Denmark	334
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Eggs, Denmark	334
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Eggs, Denmark	334
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Eggs, Denmark	335
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Eggs, Denmark	335
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Eggs, Denmark	336
Major Brands Listing by Company and Subsidiary, 2008	
9. All Desserts & Ice Cream Market Profile	337
Periscope for All Desserts & Ice Cream in Denmark	337
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Desserts & Ice Cream, Denmark	338
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Desserts & Ice Cream, Denmark	338
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Desserts & Ice Cream, Denmark	338
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Desserts & Ice Cream, Denmark	339
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Desserts & Ice Cream, Denmark	339
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
9.1 Ice Cream Market Profile	341

Periscope for Ice Cream in Denmark	341
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ice Cream, Denmark	342
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ice Cream, Denmark	342
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ice Cream, Denmark	342
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ice Cream, Denmark	343
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ice Cream, Denmark	343
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ice Cream, Denmark	344
Major Brands Listing by Company and Subsidiary, 2008	
9.2 Chilled Dairy Desserts Market Profile	345
Periscope for Chilled Dairy Desserts in Denmark	345
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Dairy Desserts, Denmark	346
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Dairy Desserts, Denmark	346
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Dairy Desserts, Denmark	346
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Dairy Desserts, Denmark	347
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Dairy Desserts, Denmark	347
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Dairy Desserts, Denmark	348
Major Brands Listing by Company and Subsidiary, 2008	
9.3 Powdered Desserts Market Profile	349

Periscope for Powdered Desserts in Denmark	349
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Desserts, Denmark	350
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Desserts, Denmark	350
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Desserts, Denmark	350
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Desserts, Denmark	351
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Desserts, Denmark	351
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Desserts, Denmark	352
Major Brands Listing by Company and Subsidiary, 2008	
10. All Oils & Fats Market Profile	353
Periscope for All Oils & Fats in Denmark	353
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Oils & Fats, Denmark	354
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Oils & Fats, Denmark	354
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Oils & Fats, Denmark	354
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Oils & Fats, Denmark	355
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Oils & Fats, Denmark	355
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.1 All Butter Market Profile	357
Periscope for All Butter in Denmark	357
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, All Butter, Denmark	358
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Butter, Denmark	358
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Butter, Denmark	358
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Butter, Denmark	359
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Butter, Denmark	359
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.11 Butter (standard) Market Profile	361
Periscope for Butter (standard) in Denmark	361
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Butter (standard), Denmark	362
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Butter (standard), Denmark	362
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Butter (standard), Denmark	362
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Butter (standard), Denmark	363
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Butter (standard), Denmark	363
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Butter (standard), Denmark	364
Major Brands Listing by Company and Subsidiary, 2008	
10.12 Other Dairy Spreads Market Profile	365
Periscope for Other Dairy Spreads in Denmark	365
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Dairy Spreads, Denmark	366
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	366
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Dairy Spreads, Denmark	366
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Dairy Spreads, Denmark	366
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Dairy Spreads, Denmark	367
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Dairy Spreads, Denmark	367
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Dairy Spreads, Denmark	368
Major Brands Listing by Company and Subsidiary, 2008	
10.2 All Margarine Market Profile	369
Periscope for All Margarine in Denmark	369
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Margarine, Denmark	370
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Margarine, Denmark	370
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Margarine, Denmark	370
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Margarine, Denmark	371
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Margarine, Denmark	371
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.21 Margarine (standard) Market Profile	373
Periscope for Margarine (standard) in Denmark	373
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Margarine (standard), Denmark	374
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	374
Total Market Volume, Margarine (standard), Denmark	374
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Margarine (standard), Denmark	374
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Margarine (standard), Denmark	375
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Margarine (standard), Denmark	375
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Margarine (standard), Denmark	376
Major Brands Listing by Company and Subsidiary, 2008	
10.22 Other Non-Dairy Spreads Market Profile	377
Periscope for Other Non-Dairy Spreads in Denmark	377
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Non-Dairy Spreads, Denmark	378
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Non-Dairy Spreads, Denmark	378
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Non-Dairy Spreads, Denmark	378
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Non-Dairy Spreads, Denmark	379
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Non-Dairy Spreads, Denmark	379
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Non-Dairy Spreads, Denmark	380
Major Brands Listing by Company and Subsidiary, 2008	
10.3 All Edible Oils Market Profile	381
Periscope for All Edible Oils in Denmark	381
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Edible Oils, Denmark	382
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	382
Total Market Volume, All Edible Oils, Denmark	382
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Edible Oils, Denmark	382
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Edible Oils, Denmark	383
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Edible Oils, Denmark	383
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.31 Olive Oil Market Profile	385
Periscope for Olive Oil in Denmark	385
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Olive Oil, Denmark	386
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Olive Oil, Denmark	386
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Olive Oil, Denmark	386
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Olive Oil, Denmark	387
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Olive Oil, Denmark	387
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Olive Oil, Denmark	388
Major Brands Listing by Company and Subsidiary, 2008	
10.32 Other Oils Market Profile	389
Periscope for Other Oils in Denmark	389
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Oils, Denmark	390
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Oils, Denmark	390

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	390
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Oils, Denmark	390
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Oils, Denmark	391
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Oils, Denmark	391
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Oils, Denmark	392
Major Brands Listing by Company and Subsidiary, 2008	
10.4 Cooking Fats (retail only) Market Profile	393
Periscope for Cooking Fats (retail only) in Denmark	393
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cooking Fats (retail only), Denmark	394
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cooking Fats (retail only), Denmark	394
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cooking Fats (retail only), Denmark	394
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cooking Fats (retail only), Denmark	395
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cooking Fats (retail only), Denmark	395
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cooking Fats (retail only), Denmark	396
Major Brands Listing by Company and Subsidiary, 2008	
11. All Dressings & Condiments Market Profile	397
Periscope for All Dressings & Condiments in Denmark	397
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dressings & Condiments, Denmark	398
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dressings & Condiments, Denmark	398

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	398
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dressings & Condiments, Denmark	398
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dressings & Condiments, Denmark	399
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dressings & Condiments, Denmark	399
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
11.1 Mayonnaise Market Profile	401
Periscope for Mayonnaise in Denmark	401
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mayonnaise, Denmark	402
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mayonnaise, Denmark	402
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mayonnaise, Denmark	402
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mayonnaise, Denmark	403
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mayonnaise, Denmark	403
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mayonnaise, Denmark	404
Major Brands Listing by Company and Subsidiary, 2008	
11.2 Salad Dressings Market Profile	405
Periscope for Salad Dressings in Denmark	405
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Salad Dressings, Denmark	406
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Salad Dressings, Denmark	406
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	406
Total Market Value, Salad Dressings, Denmark	406
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Salad Dressings, Denmark	407
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Salad Dressings, Denmark	407
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Salad Dressings, Denmark	408
Major Brands Listing by Company and Subsidiary, 2008	
11.3 Ketchup Market Profile	409
Periscope for Ketchup in Denmark	409
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ketchup, Denmark	410
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ketchup, Denmark	410
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ketchup, Denmark	410
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ketchup, Denmark	411
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ketchup, Denmark	411
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ketchup, Denmark	412
Major Brands Listing by Company and Subsidiary, 2008	
11.4 Vegetables in Vinegar Market Profile	413
Periscope for Vegetables in Vinegar in Denmark	413
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vegetables in Vinegar, Denmark	414
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vegetables in Vinegar, Denmark	414
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	414
Total Market Value, Vegetables in Vinegar, Denmark	414
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Vegetables in Vinegar, Denmark	415
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vegetables in Vinegar, Denmark	415
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vegetables in Vinegar, Denmark	416
Major Brands Listing by Company and Subsidiary, 2008	
11.5 Mustard Market Profile	417
Periscope for Mustard in Denmark	417
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mustard, Denmark	418
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mustard, Denmark	418
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mustard, Denmark	418
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mustard, Denmark	419
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mustard, Denmark	419
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mustard, Denmark	420
Major Brands Listing by Company and Subsidiary, 2008	
11.6 Table Salt Market Profile	421
Periscope for Table Salt in Denmark	421
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Table Salt, Denmark	422
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Table Salt, Denmark	422
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	422
Total Market Value, Table Salt, Denmark	422
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Table Salt, Denmark	423
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Table Salt, Denmark	423
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Table Salt, Denmark	424
Major Brands Listing by Company and Subsidiary, 2008	
11.7 Herbs & Spices Market Profile	425
Periscope for Herbs & Spices in Denmark	425
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbs & Spices, Denmark	426
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbs & Spices, Denmark	426
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbs & Spices, Denmark	426
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbs & Spices, Denmark	427
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbs & Spices, Denmark	427
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbs & Spices, Denmark	428
Major Brands Listing by Company and Subsidiary, 2008	
11.8 Vinegar Market Profile	429
Periscope for Vinegar in Denmark	429
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vinegar, Denmark	430
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vinegar, Denmark	430
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	430
Total Market Value, Vinegar, Denmark	430
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Vinegar, Denmark	431
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vinegar, Denmark	431
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vinegar, Denmark	432
Major Brands Listing by Company and Subsidiary, 2008	
12. All Soups & Sauces Market Profile	433
Periscope for All Soups & Sauces in Denmark	433
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soups & Sauces, Denmark	434
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soups & Sauces, Denmark	434
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soups & Sauces, Denmark	434
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soups & Sauces, Denmark	435
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soups & Sauces, Denmark	435
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.1 Canned and Cartoned Soup Market Profile	437
Periscope for Canned and Cartoned Soup in Denmark	437
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned and Cartoned Soup, Denmark	438
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned and Cartoned Soup, Denmark	438
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned and Cartoned Soup, Denmark	438

Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	438
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned and Cartoned Soup, Denmark	439
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned and Cartoned Soup, Denmark	439
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned and Cartoned Soup, Denmark	440
Major Brands Listing by Company and Subsidiary, 2008	
12.2 Dehydrated Soup Market Profile	441
Periscope for Dehydrated Soup in Denmark	441
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Soup, Denmark	442
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Soup, Denmark	442
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Soup, Denmark	442
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Soup, Denmark	443
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Soup, Denmark	443
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Soup, Denmark	444
Major Brands Listing by Company and Subsidiary, 2008	
12.3 Frozen Soup Market Profile	445
Periscope for Frozen Soup in Denmark	445
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Soup, Denmark	446
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Soup, Denmark	446
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Soup, Denmark	446

Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	446
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Soup, Denmark	447
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Soup, Denmark	447
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Soup, Denmark	448
Major Brands Listing by Company and Subsidiary, 2008	
12.4 All Canned & Cartoned Sauces Market Profile	449
Periscope for All Canned & Cartoned Sauces in Denmark	449
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Canned & Cartoned Sauces, Denmark	450
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Canned & Cartoned Sauces, Denmark	450
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Canned & Cartoned Sauces, Denmark	450
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Canned & Cartoned Sauces, Denmark	451
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Canned & Cartoned Sauces, Denmark	451
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.41 Canned Tomato Market Profile	453
Periscope for Canned Tomato in Denmark	453
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Tomato, Denmark	454
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Tomato, Denmark	454
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Tomato, Denmark	454
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	454
Company Market Shares, Canned Tomato, Denmark	455
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Tomato, Denmark	455
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Tomato, Denmark	456
Major Brands Listing by Company and Subsidiary, 2008	
12.42 Tomato Concentrate Market Profile	457
Periscope for Tomato Concentrate in Denmark	457
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Tomato Concentrate, Denmark	458
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Tomato Concentrate, Denmark	458
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Tomato Concentrate, Denmark	458
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Tomato Concentrate, Denmark	459
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Tomato Concentrate, Denmark	459
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Tomato Concentrate, Denmark	460
Major Brands Listing by Company and Subsidiary, 2008	
12.43 Pasta Sauces Market Profile	461
Periscope for Pasta Sauces in Denmark	461
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pasta Sauces, Denmark	462
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pasta Sauces, Denmark	462
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pasta Sauces, Denmark	462
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	462
Company Market Shares, Pasta Sauces, Denmark	463
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pasta Sauces, Denmark	463
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pasta Sauces, Denmark	464
Major Brands Listing by Company and Subsidiary, 2008	
12.44 Other Canned Sauces Market Profile	465
Periscope for Other Canned Sauces in Denmark	465
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Canned Sauces, Denmark	466
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Canned Sauces, Denmark	466
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Canned Sauces, Denmark	466
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Canned Sauces, Denmark	467
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Canned Sauces, Denmark	467
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Canned Sauces, Denmark	468
Major Brands Listing by Company and Subsidiary, 2008	
12.5 Dehydrated Sauces Market Profile	469
Periscope for Dehydrated Sauces in Denmark	469
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Sauces, Denmark	470
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Sauces, Denmark	470
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Sauces, Denmark	470
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	470
Company Market Shares, Dehydrated Sauces, Denmark	471
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Sauces, Denmark	471
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Sauces, Denmark	472
Major Brands Listing by Company and Subsidiary, 2008	
12.6 Bouillon Cubes Market Profile	473
Periscope for Bouillon Cubes in Denmark	473
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bouillon Cubes, Denmark	474
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bouillon Cubes, Denmark	474
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bouillon Cubes, Denmark	474
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bouillon Cubes, Denmark	475
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bouillon Cubes, Denmark	475
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bouillon Cubes, Denmark	476
Major Brands Listing by Company and Subsidiary, 2008	
13. All Fresh & Processed Meat Market Profile	477
Periscope for All Fresh & Processed Meat in Denmark	477
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Meat, Denmark	478
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Meat, Denmark	478
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Meat, Denmark	478
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	478
Company Market Shares, All Fresh & Processed Meat, Denmark	479
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Meat, Denmark	479
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.1 All Fresh Meat Market Profile	481
Periscope for All Fresh Meat in Denmark	481
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh Meat, Denmark	482
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh Meat, Denmark	482
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh Meat, Denmark	482
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh Meat, Denmark	483
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh Meat, Denmark	483
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.11 Beef Market Profile	485
Periscope for Beef in Denmark	485
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beef, Denmark	486
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beef, Denmark	486
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beef, Denmark	486
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beef, Denmark	487
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Beef, Denmark	487
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beef, Denmark	488
Major Brands Listing by Company and Subsidiary, 2008	
13.12 Pork Market Profile	489
Periscope for Pork in Denmark	489
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pork, Denmark	490
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pork, Denmark	490
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pork, Denmark	490
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Pork, Denmark	491
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pork, Denmark	491
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pork, Denmark	492
Major Brands Listing by Company and Subsidiary, 2008	
13.13 Mutton Market Profile	493
Periscope for Mutton in Denmark	493
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mutton, Denmark	494
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mutton, Denmark	494
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mutton, Denmark	494
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mutton, Denmark	495
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Mutton, Denmark	495
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mutton, Denmark	496
Major Brands Listing by Company and Subsidiary, 2008	
13.14 Poultry Market Profile	497
Periscope for Poultry in Denmark	497
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Poultry, Denmark	498
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Poultry, Denmark	498
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Poultry, Denmark	498
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Poultry, Denmark	499
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Poultry, Denmark	499
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Poultry, Denmark	500
Major Brands Listing by Company and Subsidiary, 2008	
13.15 Other Fresh Meat Market Profile	501
Periscope for Other Fresh Meat in Denmark	501
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Fresh Meat, Denmark	502
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Fresh Meat, Denmark	502
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Fresh Meat, Denmark	502
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Fresh Meat, Denmark	503
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Other Fresh Meat, Denmark	503
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Fresh Meat, Denmark	504
Major Brands Listing by Company and Subsidiary, 2008	
13.2 All Processed Meat Market Profile	505
Periscope for All Processed Meat in Denmark	505
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Processed Meat, Denmark	506
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Processed Meat, Denmark	506
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Processed Meat, Denmark	506
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Processed Meat, Denmark	507
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Processed Meat, Denmark	507
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.21 Canned Meat Market Profile	509
Periscope for Canned Meat in Denmark	509
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Meat, Denmark	510
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Meat, Denmark	510
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Meat, Denmark	510
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Meat, Denmark	511
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Meat, Denmark	511
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Canned Meat, Denmark	512
Major Brands Listing by Company and Subsidiary, 2008	
13.22 Frozen Convenience meat Market Profile	513
Periscope for Frozen Convenience meat in Denmark	513
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Convenience meat, Denmark	514
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Convenience meat, Denmark	514
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Convenience meat, Denmark	514
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Convenience meat, Denmark	515
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Convenience meat, Denmark	515
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Convenience meat, Denmark	516
Major Brands Listing by Company and Subsidiary, 2008	
13.23 Cured Meat Market Profile	517
Periscope for Cured Meat in Denmark	517
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cured Meat, Denmark	518
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cured Meat, Denmark	518
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cured Meat, Denmark	518
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cured Meat, Denmark	519
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cured Meat, Denmark	519
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Cured Meat, Denmark	520
Major Brands Listing by Company and Subsidiary, 2008	
13.24 Bacon & Ham Market Profile	521
Periscope for Bacon & Ham in Denmark	521
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bacon & Ham, Denmark	522
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bacon & Ham, Denmark	522
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bacon & Ham, Denmark	522
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bacon & Ham, Denmark	523
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bacon & Ham, Denmark	523
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bacon & Ham, Denmark	524
Major Brands Listing by Company and Subsidiary, 2008	
13.25 Delicatessen Products Market Profile	525
Periscope for Delicatessen Products in Denmark	525
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Delicatessen Products, Denmark	526
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Delicatessen Products, Denmark	526
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Delicatessen Products, Denmark	526
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Delicatessen Products, Denmark	527
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Delicatessen Products, Denmark	527
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Delicatessen Products, Denmark	528
Major Brands Listing by Company and Subsidiary, 2008	
14. All Fresh & Processed Fish Market Profile	529
Periscope for All Fresh & Processed Fish in Denmark	529
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Fish, Denmark	530
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Fish, Denmark	530
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Fish, Denmark	530
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh & Processed Fish, Denmark	531
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Fish, Denmark	531
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
14.1 Fresh Fish Market Profile	533
Periscope for Fresh Fish in Denmark	533
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fish, Denmark	534
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fish, Denmark	534
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fish, Denmark	534
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fish, Denmark	535
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Fish, Denmark	535
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fish, Denmark	536
Major Brands Listing by Company and Subsidiary, 2008	

14.2 Canned Fish Market Profile	537
Periscope for Canned Fish in Denmark	537
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fish, Denmark	538
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fish, Denmark	538
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fish, Denmark	538
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fish, Denmark	539
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fish, Denmark	539
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fish, Denmark	540
Major Brands Listing by Company and Subsidiary, 2008	
14.3 Frozen Fish Market Profile	541
Periscope for Frozen Fish in Denmark	541
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fish, Denmark	542
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fish, Denmark	542
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fish, Denmark	542
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fish, Denmark	543
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Fish, Denmark	543
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fish, Denmark	544
Major Brands Listing by Company and Subsidiary, 2008	

14.4 Other Processed Fish Market Profile	545
Periscope for Other Processed Fish in Denmark	545
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Processed Fish, Denmark	546
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Processed Fish, Denmark	546
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Processed Fish, Denmark	546
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Processed Fish, Denmark	547
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Processed Fish, Denmark	547
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Processed Fish, Denmark	548
Major Brands Listing by Company and Subsidiary, 2008	
15. All Ready Meals Market Profile	549
Periscope for All Ready Meals in Denmark	549
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Ready Meals, Denmark	550
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Ready Meals, Denmark	550
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Ready Meals, Denmark	550
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Ready Meals, Denmark	551
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Ready Meals, Denmark	551
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
15.1 Canned Pasta Market Profile	553
Periscope for Canned Pasta in Denmark	553

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	553
Introduction, Canned Pasta, Denmark	554
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Pasta, Denmark	554
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Pasta, Denmark	554
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Pasta, Denmark	555
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Pasta, Denmark	555
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Pasta, Denmark	556
Major Brands Listing by Company and Subsidiary, 2008	
15.2 Canned Ready Meals Market Profile	557
Periscope for Canned Ready Meals in Denmark	557
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Ready Meals, Denmark	558
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Ready Meals, Denmark	558
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Ready Meals, Denmark	558
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Ready Meals, Denmark	559
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Ready Meals, Denmark	559
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Ready Meals, Denmark	560
Major Brands Listing by Company and Subsidiary, 2008	
15.3 Dehydrated Ready Meals Market Profile	561
Periscope for Dehydrated Ready Meals in Denmark	561

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	561
Introduction, Dehydrated Ready Meals, Denmark	562
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Ready Meals, Denmark	562
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Ready Meals, Denmark	562
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Ready Meals, Denmark	563
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Ready Meals, Denmark	563
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Ready Meals, Denmark	564
Major Brands Listing by Company and Subsidiary, 2008	
15.4 Frozen Pizza Market Profile	565
Periscope for Frozen Pizza in Denmark	565
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pizza, Denmark	566
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pizza, Denmark	566
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pizza, Denmark	566
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pizza, Denmark	567
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pizza, Denmark	567
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pizza, Denmark	568
Major Brands Listing by Company and Subsidiary, 2008	
15.5 Frozen Ready Meals Market Profile	569
Periscope for Frozen Ready Meals in Denmark	569

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	569
Introduction, Frozen Ready Meals, Denmark	570
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Ready Meals, Denmark	570
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Ready Meals, Denmark	570
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Ready Meals, Denmark	571
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Ready Meals, Denmark	571
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Ready Meals, Denmark	572
Major Brands Listing by Company and Subsidiary, 2008	
15.6 Chilled Ready Meals Market Profile	573
Periscope for Chilled Ready Meals in Denmark	573
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Ready Meals, Denmark	574
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Ready Meals, Denmark	574
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Ready Meals, Denmark	574
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Ready Meals, Denmark	575
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Ready Meals, Denmark	575
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Ready Meals, Denmark	576
Major Brands Listing by Company and Subsidiary, 2008	
15.7 Sandwiches Market Profile	577
Periscope for Sandwiches in Denmark	577

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	577
Introduction, Sandwiches, Denmark	578
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sandwiches, Denmark	578
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sandwiches, Denmark	578
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sandwiches, Denmark	579
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sandwiches, Denmark	579
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sandwiches, Denmark	580
Major Brands Listing by Company and Subsidiary, 2008	
16. All Hot Beverages Market Profile	581
Periscope for All Hot Beverages in Denmark	581
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Hot Beverages, Denmark	582
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Hot Beverages, Denmark	582
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Hot Beverages, Denmark	582
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Hot Beverages, Denmark	583
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Hot Beverages, Denmark	583
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
16.1 Bean and Ground Coffee Market Profile	585
Periscope for Bean and Ground Coffee in Denmark	585
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bean and Ground Coffee, Denmark	586

Detailed product definition, including local market particularities	586
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bean and Ground Coffee, Denmark	586
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bean and Ground Coffee, Denmark	586
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bean and Ground Coffee, Denmark	587
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bean and Ground Coffee, Denmark	587
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bean and Ground Coffee, Denmark	588
Major Brands Listing by Company and Subsidiary, 2008	
16.2 Soluble Coffee Market Profile	589
Periscope for Soluble Coffee in Denmark	589
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soluble Coffee, Denmark	590
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soluble Coffee, Denmark	590
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soluble Coffee, Denmark	590
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soluble Coffee, Denmark	591
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soluble Coffee, Denmark	591
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soluble Coffee, Denmark	592
Major Brands Listing by Company and Subsidiary, 2008	
16.3 Coffee Substitutes Market Profile	593
Periscope for Coffee Substitutes in Denmark	593
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Coffee Substitutes, Denmark	594

Detailed product definition, including local market particularities	594
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Coffee Substitutes, Denmark	594
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Coffee Substitutes, Denmark	594
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Coffee Substitutes, Denmark	595
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Coffee Substitutes, Denmark	595
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Coffee Substitutes, Denmark	596
Major Brands Listing by Company and Subsidiary, 2008	
16.4 Black Tea Market Profile	597
Periscope for Black Tea in Denmark	597
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Black Tea, Denmark	598
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Black Tea, Denmark	598
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Black Tea, Denmark	598
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Black Tea, Denmark	599
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Black Tea, Denmark	599
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Black Tea, Denmark	600
Major Brands Listing by Company and Subsidiary, 2008	
16.5 Herbal Teas Market Profile	601
Periscope for Herbal Teas in Denmark	601
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbal Teas, Denmark	602

Detailed product definition, including local market particularities	602
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbal Teas, Denmark	602
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbal Teas, Denmark	602
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbal Teas, Denmark	603
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbal Teas, Denmark	603
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbal Teas, Denmark	604
Major Brands Listing by Company and Subsidiary, 2008	
16.6 Powd. Choc. & Malted Drinks Market Profile	605
Periscope for Powd. Choc. & Malted Drinks in Denmark	605
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powd. Choc. & Malted Drinks, Denmark	606
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powd. Choc. & Malted Drinks, Denmark	606
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powd. Choc. & Malted Drinks, Denmark	606
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powd. Choc. & Malted Drinks, Denmark	607
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powd. Choc. & Malted Drinks, Denmark	607
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powd. Choc. & Malted Drinks, Denmark	608
Major Brands Listing by Company and Subsidiary, 2008	
17. All Soft Drinks & Juices Market Profile	609
Periscope for All Soft Drinks & Juices in Denmark	609
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soft Drinks & Juices, Denmark	610

Detailed product definition, including local market particularities	610
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soft Drinks & Juices, Denmark	610
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soft Drinks & Juices, Denmark	610
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soft Drinks & Juices, Denmark	611
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soft Drinks & Juices, Denmark	611
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.1 Mineral Water Market Profile	613
Periscope for Mineral Water in Denmark	613
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mineral Water, Denmark	614
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mineral Water, Denmark	614
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mineral Water, Denmark	614
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mineral Water, Denmark	615
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mineral Water, Denmark	615
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mineral Water, Denmark	616
Major Brands Listing by Company and Subsidiary, 2008	
17.2 Soft Drinks Market Profile	617
Periscope for Soft Drinks in Denmark	617
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soft Drinks, Denmark	618
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	618
Total Market Volume, Soft Drinks, Denmark	618
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soft Drinks, Denmark	618
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soft Drinks, Denmark	619
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soft Drinks, Denmark	619
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soft Drinks, Denmark	620
Major Brands Listing by Company and Subsidiary, 2008	
17.3 Fruit Juices and Drinks Market Profile	621
Periscope for Fruit Juices and Drinks in Denmark	621
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices and Drinks, Denmark	622
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices and Drinks, Denmark	622
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices and Drinks, Denmark	622
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices and Drinks, Denmark	623
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices and Drinks, Denmark	623
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.31 Fruit Juices Market Profile	625
Periscope for Fruit Juices in Denmark	625
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices, Denmark	626
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Fruit Juices, Denmark	626
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices, Denmark	626
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices, Denmark	627
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices, Denmark	627
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Juices, Denmark	628
Major Brands Listing by Company and Subsidiary, 2008	
17.32 Fruit Drinks Market Profile	629
Periscope for Fruit Drinks in Denmark	629
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Drinks, Denmark	630
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Drinks, Denmark	630
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Drinks, Denmark	630
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Drinks, Denmark	631
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Drinks, Denmark	631
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Drinks, Denmark	632
Major Brands Listing by Company and Subsidiary, 2008	
17.4 Squashes and Concentrates Market Profile	633
Periscope for Squashes and Concentrates in Denmark	633
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Squashes and Concentrates, Denmark	634
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Squashes and Concentrates, Denmark	634
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Squashes and Concentrates, Denmark	634
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Squashes and Concentrates, Denmark	635
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Squashes and Concentrates, Denmark	635
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Squashes and Concentrates, Denmark	636
Major Brands Listing by Company and Subsidiary, 2008	
17.5 Health & Sports Drinks Market Profile	637
Periscope for Health & Sports Drinks in Denmark	637
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Health & Sports Drinks, Denmark	638
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Health & Sports Drinks, Denmark	638
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Health & Sports Drinks, Denmark	638
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Health & Sports Drinks, Denmark	639
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Health & Sports Drinks, Denmark	639
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Health & Sports Drinks, Denmark	640
Major Brands Listing by Company and Subsidiary, 2008	
17.6 Iced Tea Market Profile	641
Periscope for Iced Tea in Denmark	641
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Iced Tea, Denmark	642
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Iced Tea, Denmark	642
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Iced Tea, Denmark	642
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Iced Tea, Denmark	643
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Iced Tea, Denmark	643
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Iced Tea, Denmark	644
Major Brands Listing by Company and Subsidiary, 2008	
18. All Alcoholic Beverages Market Profile	645
Periscope for All Alcoholic Beverages in Denmark	645
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Alcoholic Beverages, Denmark	646
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Alcoholic Beverages, Denmark	646
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Alcoholic Beverages, Denmark	646
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Alcoholic Beverages, Denmark	647
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Alcoholic Beverages, Denmark	647
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.1 Beer Market Profile	649
Periscope for Beer in Denmark	649
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beer, Denmark	650
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beer, Denmark	650
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	650
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beer, Denmark	650
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beer, Denmark	651
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Beer, Denmark	651
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beer, Denmark	652
Major Brands Listing by Company and Subsidiary, 2008	
18.2 Wine Market Profile	653
Periscope for Wine in Denmark	653
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Wine, Denmark	654
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Wine, Denmark	654
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Wine, Denmark	654
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Wine, Denmark	655
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Wine, Denmark	655
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.21 Still Wine Market Profile	657
Periscope for Still Wine in Denmark	657
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Still Wine, Denmark	658
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Still Wine, Denmark	658
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Still Wine, Denmark	658
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Still Wine, Denmark	659
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Still Wine, Denmark	659
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Still Wine, Denmark	660
Major Brands Listing by Company and Subsidiary, 2008	
18.22 Sparkling Wine Market Profile	661
Periscope for Sparkling Wine in Denmark	661
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sparkling Wine, Denmark	662
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sparkling Wine, Denmark	662
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sparkling Wine, Denmark	662
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sparkling Wine, Denmark	663
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sparkling Wine, Denmark	663
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sparkling Wine, Denmark	664
Major Brands Listing by Company and Subsidiary, 2008	
18.3 Aperitifs & Spirits Market Profile	665
Periscope for Aperitifs & Spirits in Denmark	665
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Aperitifs & Spirits, Denmark	666
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Aperitifs & Spirits, Denmark	666
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Aperitifs & Spirits, Denmark	666
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Aperitifs & Spirits, Denmark	667
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Aperitifs & Spirits, Denmark	667
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Aperitifs & Spirits, Denmark	668
Major Brands Listing by Company and Subsidiary, 2008	
19. All Baby Foods Market Profile	669
Periscope for All Baby Foods in Denmark	669
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Baby Foods, Denmark	670
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Baby Foods, Denmark	670
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Baby Foods, Denmark	670
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Baby Foods, Denmark	671
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Baby Foods, Denmark	671
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
19.1 Baby Jars Market Profile	673
Periscope for Baby Jars in Denmark	673
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Jars, Denmark	674
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Jars, Denmark	674
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Jars, Denmark	674
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	674
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Jars, Denmark	675
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Jars, Denmark	675
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Jars, Denmark	676
Major Brands Listing by Company and Subsidiary, 2008	
19.2 Baby Milks Market Profile	677
Periscope for Baby Milks in Denmark	677
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Milks, Denmark	678
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Milks, Denmark	678
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Milks, Denmark	678
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Milks, Denmark	679
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Milks, Denmark	679
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Milks, Denmark	680
Major Brands Listing by Company and Subsidiary, 2008	
19.3 Other Baby Foods Market Profile	681
Periscope for Other Baby Foods in Denmark	681
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Baby Foods, Denmark	682
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Baby Foods, Denmark	682
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Baby Foods, Denmark	682
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	682
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Baby Foods, Denmark	683
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Baby Foods, Denmark	683
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Baby Foods, Denmark	684
Major Brands Listing by Company and Subsidiary, 2008	
20. All Petfoods Market Profile	685
Periscope for All Petfoods in Denmark	685
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Petfoods, Denmark	686
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Petfoods, Denmark	686
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market consumption, 2007	
Total Market Value, All Petfoods, Denmark	686
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Petfoods, Denmark	687
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Petfoods, Denmark	687
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
20.1 Canned Cat Food Market Profile	689
Periscope for Canned Cat Food in Denmark	689
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Cat Food, Denmark	690
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Cat Food, Denmark	690
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Cat Food, Denmark	690
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	

Company Market Shares, Canned Cat Food, Denmark	691
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Cat Food, Denmark	691
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Cat Food, Denmark	692
Major Brands Listing by Company and Subsidiary, 2008	
20.2 Canned Dog Food Market Profile	693
Periscope for Canned Dog Food in Denmark	693
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Dog Food, Denmark	694
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Dog Food, Denmark	694
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Dog Food, Denmark	694
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Dog Food, Denmark	695
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Dog Food, Denmark	695
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Dog Food, Denmark	696
Major Brands Listing by Company and Subsidiary, 2008	
20.3 Dry/Semi-Moist Cat Food Market Profile	697
Periscope for Dry/Semi-Moist Cat Food in Denmark	697
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Cat Food, Denmark	698
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Cat Food, Denmark	698
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Cat Food, Denmark	698
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	

Company Market Shares, Dry/Semi-Moist Cat Food, Denmark	699
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Cat Food, Denmark	699
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Cat Food, Denmark	700
Major Brands Listing by Company and Subsidiary, 2008	
20.4 Dry/Semi-Moist Dog food Market Profile	701
Periscope for Dry/Semi-Moist Dog food in Denmark	701
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Dog food, Denmark	702
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Dog food, Denmark	702
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Dog food, Denmark	702
Retail, Foodservice and Total Demand, in Danish Kroner and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry/Semi-Moist Dog food, Denmark	703
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Dog food, Denmark	703
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Dog food, Denmark	704
Major Brands Listing by Company and Subsidiary, 2008	
Company Profiles in Denmark	705
ALL companies and subsidiaries identified in the markets covered listed	
Holding Company Country and Product Market Shares & Rankings (updated monthly)	
Note: Applying 2008 Company Market Shares to 2007 Market Value data	
ABF to Aker RGI	706
Amanda Seafoods to Ardovries	707
Ardovries to Arla Foods	708
Arla Foods	709
Arla Foods to Atria	710
Aventis to Bahlsen Süßwaren	711
Barilla to Bel	712
Bel to Borges Pont	713
Bornholms to Brown- Forman	714
Bähncke to CVC Capital	715
CVC Capital to Cardia	716

Carletti to Cloetta Fazer	717
Cloetta Fazer to Coopagri Bretagne	718
Coronet Cake to Danish Crown	719
Danish Crown	720
Danish Crown to Dansk Biscuit	721
Dansk Biscuit to Dat-Schaub	722
Dat-Schaub to Diageo	723
Diageo to Egemark	724
Eru to Ferrero	725
Final-realm to Fruité	726
Fuchs Gruppe to General Mills	727
Gilde Fund to Grinsted Mejeri	728
Grupo SOS to Haribo	729
Heineken to Herkules PEF	730
Hero to Jens O Christiansen	731
Jens O Christiansen to Kavli	732
Kellogg to Kraft Foods	733
Kraft Foods	734
Kraft Foods to Lant-mannen	735
Lant-mannen to Lion Capital	736
Lorenz Snack to Mars	737
Mars to Mike's Sandwich	738
NPM Capital to Nestlé	739
Nestlé	740
Nestlé to Nicomed	741
Nielen to Oetker	742
Oetker to Orkla	743
Orkla	744
Orkla to Pan Fish	745
Pan Fish to Pernod Ricard	746
Pernod Ricard to Rimi	747
Rimi to Royal Greenland	748
Royal Greenland to Rémy Cointreau	749
SSC to Sara Lee	750
Sara Lee to Sorensen	751
Spadel to Sundby Wembo	752
Sundby Wembo to Thisted Fjerrits.	753
Thisted Fjerrits. to Toms	754
Tönnies to Unilever	755
Unilever	756
Unilever to Uniq	757
Valensina to Vranken	758
Wagner to Østjyske Slagterier	759

Major Brands And 'Who Owns Whom' in Denmark	761
Holding Companies, Key Local Subsidiaries and Major Brands systematically identified by product and country	
Major Brands by Product Market	763
1.1 Flour (retail only)	763
1.2 Bread Products	763
1.3 Crispbread	763
1.4 Industrial Pastry	763
1.5 Biscuits	763
1.6 Frozen Pastry Products	763
1.71 Fresh Pasta	763
1.72 Dry Pasta	763
2.1 Rice	763
2.2 Breakfast Cereals	764
3.1 Sugar	764
3.2 Artificial Sweeteners	764
4.1 Jams & Marmalade	764
4.2 Honey	764
4.3 Other Sweet Spreads	764
5.11 Chewing Gum	764
5.12 Other Sugar Confectionery	764
5.21 Chocolate Countlines	765
5.22 Other Chocolate Confectionery	765
5.31 Nuts	765
5.32 Savoury Biscuits	765
5.33 Extruded Snacks	765
6.1 Fresh Fruit	765
6.2 Canned Fruit	765
6.3 Frozen Fruit	765
6.4 Fresh Vegetables	765
6.5 Canned Vegetables	766
6.6 Frozen Vegetables	766
6.7 Chilled Vegetables	766
7.1 Fresh Potatoes	766
7.2 Potato Crisps	766
7.3 Frozen Potato	766
7.4 Dehydrated Potato	766
8.1 Liquid Milk	766
8.2 Cream	766
8.3 Yoghurt	766
8.4 Condensed Milk	766
8.5 Powdered Milk	766
8.6 Fresh Cheese	766
8.7 Natural Cheese	767
8.8 Processed Cheese	767

8.9 Eggs	767
9.1 Ice Cream	767
9.2 Chilled Dairy Desserts	767
9.3 Powdered Desserts	767
10.11 Butter (standard)	767
10.12 Other Dairy Spreads	767
10.21 Margarine (standard)	767
10.22 Other Non-Dairy Spreads	767
10.31 Olive Oil	767
10.32 Other Oils	767
10.4 Cooking Fats (retail only)	768
11.1 Mayonnaise	768
11.2 Salad Dressings	768
11.3 Ketchup	768
11.4 Vegetables in Vinegar	768
11.5 Mustard	768
11.6 Table Salt	768
11.7 Herbs & Spices	768
11.8 Vinegar	768
12.1 Canned and Cartoned Soup	768
12.2 Dehydrated Soup	768
12.3 Frozen Soup	768
12.41 Canned Tomato	768
12.42 Tomato Concentrate	768
12.43 Pasta Sauces	768
12.44 Other Canned Sauces	769
12.5 Dehydrated Sauces	769
12.6 Bouillon Cubes	769
13.11 Beef	769
13.12 Pork	769
13.13 Mutton	769
13.14 Poultry	769
13.15 Other Fresh Meat	769
13.21 Canned Meat	769
13.22 Frozen Convenience meat	769
13.23 Cured Meat	769
13.24 Bacon & Ham	770
13.25 Delicatessen Products	770
14.1 Fresh Fish	770
14.2 Canned Fish	770
14.3 Frozen Fish	770
14.4 Other Processed Fish	771
15.1 Canned Pasta	771
15.2 Canned Ready Meals	771
15.3 Dehydrated Ready Meals	771
15.4 Frozen Pizza	771

15.5 Frozen Ready Meals	771
15.6 Chilled Ready Meals	771
15.7 Sandwiches	771
16.1 Bean and Ground Coffee	771
16.2 Soluble Coffee	772
16.3 Coffee Substitutes	772
16.4 Black Tea	772
16.5 Herbal Teas	772
16.6 Powd. Choc. & Malted Drinks	772
17.1 Mineral Water	772
17.2 Soft Drinks	772
17.31 Fruit Juices	772
17.32 Fruit Drinks	773
17.4 Squashes and Concentrates	773
17.5 Health & Sports Drinks	773
17.6 Iced Tea	773
18.1 Beer	773
18.21 Still Wine	773
18.22 Sparkling Wine	774
18.3 Aperitifs & Spirits	774
19.1 Baby Jars	775
19.2 Baby Milks	775
19.3 Other Baby Foods	775
20.1 Canned Cat Food	775
20.2 Canned Dog Food	775
20.3 Dry/Semi-Moist Cat Food	775
20.4 Dry/Semi-Moist Dog food	775
Major Brands by Holding Company	777
ABN Amro to Arla Foods	777
Arla Foods to Bähncke	778
Bähncke to Conserve Mediterraneo	779
Coopagri Bretagne to Dat-Schaub	780
Dat-Schaub to Fuchs Gruppe	781
Fyffes to Jens O Christiansen	782
Jens O Christiansen to Launis	783
Lavazza to Nestlé	784
Nestlé to Pan Fish	785
Pan Fish to Riccadonna	786
Rieber to Slotsmollen	787
Slotsmollen to Unilever	788
Unilever to Østjyske Slagterier	789