

Buyer Channel Map — Denmark

Who actually buys food in Denmark, channel by channel — and what each buyer type wants before a first meeting. A structural map for Central-European food producers, not a contact list.

The 60-second read

Discount defines the market. Salling Group (Netto, Føtex, Bilka), the Coop cooperative, the fast-growing Rema 1000 and Lidl run most of the trade — and discount alone accounts for roughly half of all grocery. Sharp pricing and private-label capability often matter as much as the base spec.

The most organic market on earth. Roughly 12–13% of Danish food purchases are organic — the world's highest share. The state-controlled red Ø-label is recognised by almost every shopper, and organic is mainstream even in discount.

Buyers work in English and weigh sustainability early. Climate footprint, packaging and welfare are on the table from the first conversation. Copenhagen concentrates a dense restaurant and public-kitchen scene, and a Danish listing reads as a reference across the Nordics.

The channel map

Buyer type	Who they are	What they want first	Realistic role for a CE producer
Central category desks	Buyers at Salling Group and Coop	IFS/BRCGS, Danish labelling, documented sustainability	Brand listing or own-brand supply
Discount	Rema 1000, Lidl, Netto, Coop 365	Sharp, discount-ready price; reliable volume; private-label capability	Private-label / discount listing (often the fastest route)
Distributors	Frozen and cold-chain distributors placing imported ranges	Certification, cold-chain reliability, category fit	Brand placement into retail + foodservice
Foodservice wholesalers	Dagrofa Foodservice, supplying Copenhagen's restaurants and public kitchens	Catering formats, documented quality + sustainability	Foodservice supply
Organic own-brand programmes	Coop's Änglamark and the chains' organic ranges, incl. discount	EU organic baseline; Ø-label applied by Danish-inspected packers	Certified organic supply (usually via a retailer's own brand)
Public-sector kitchens	Municipal kitchens with mandated organic ratios, via wholesalers	Certified national-scale volume, tender documentation	Certified supply (no consumer brand needed)
Industrial / ingredient buyers	Ready-meal and convenience producers buying inputs	Spec sheets, food-safety docs, bulk formats	Ingredient / semi-finished supply

Named retail groups (public knowledge)

Salling Group — biggest retailer; Netto (discount), Føtex (supermarket), Bilka (hypermarket).

Coop Denmark — consumer cooperative; Kvickly, SuperBrugsen, Coop 365 discount; Änglamark organic brand.

Rema 1000 — fast-growing hard discount (Reitan group); a channel of its own.

Lidl Denmark — hard discount, growing share.

Dagrofa — retail (Meny, Spar) plus Dagrofa Foodservice; the foodservice and HoReCa gateway.

Trade calendar hooks

Organic producers use the **Nordic Organic Food Fair** (Malmö) and **BioFach** (Nuremberg); general food buyers walk **Anuga** (Cologne). Honest line: the Danish buyer set is small and concentrated — reachable directly, in English, year-round — so the fair is a touchpoint, not the entry.

Three mistakes CE producers make in Denmark

Pitching brand where discount rules. With discount at roughly half the market, a well-certified producer with a sharp spec-to-price ratio often gets in fastest through a discount or private-label listing — not a branded shelf fight.

Expecting to print the Ø-label yourself. The red Ø is state-controlled and applied by Danish-inspected packers — so for a foreign producer it usually reaches the shelf through a retailer's own brand, not on your own pack. Carry EU organic; understand how the Ø works.

Treating Denmark as too small to bother. A highly concentrated, discount-driven trade means a single listing can move real volume — and it references across to Sweden and Norway.

This map shows *where* the buyers sit. ProspectX gets you in front of the named ones — in English, with the price, certification and sustainability answers Danish desks ask for first. → [Book a Discovery Call](#).

Sources

(Only facts not already published on getprospectx.com/export are sourced here.)

Organic share of Danish food purchases roughly 12–13%, the world's highest: Statista, "Denmark: market share of organic products in retail trade 2024" (reports ~11.6% for 2024) — <https://www.statista.com/statistics/808766/market-share-of-organic-products-in-retail-trade-in-denmark/> ; Food Nation Denmark, article on Denmark holding the highest organic market share in the world — <https://foodnationdenmark.com/news/denmark-takes-the-lead-with-highest-organic-market-share-in-the-world/>