



## QUANTIC MONITOR

**Scandinavian Food Trends:  
- Vegetarian, Vegan & Meat-free products**



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## INTRODUCTION

The world of food production has changed dramatically over the last few years. We have seen new trends in production such as organic and gluten free.

At the same time there has been a dramatic change in the demand from consumers and the general outlook on food, health, and environment.

Some of the most important and exciting changes within food production and demand are in the area of vegetarian food, vegan food, and meat-free products. This is particularly true and important for the Scandinavian countries where meat, poultry and fish have been an integral part of the diet. These products are in many ways part of the Scandinavian DNA .

Despite the new trends and their implications, very little information is available for producers, distributors, and retailers to help them understand the markets and dynamics of vegetarian, vegan, and meat-free products. Even less information is available about who uses the products and what the implications are for marketing and selling.

In the spring of 2018, we at Quantic decided that it was time for a change. The Scandinavian Food Report is a comprehensive analysis of key parameters for producing, distributing, and selling vegetarian, vegan, and meat-free products in Scandinavia.

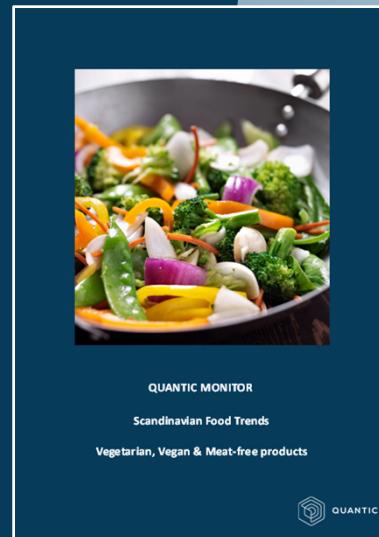
We hope that you will find this report interesting and helpful to you.



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## ONE REPORT – ALL THE STATS

The Scandinavian Food Report on vegetarian, vegan, and meat-free products gives the essential statistics you need to understand the dynamics of the three trends in each of the Scandinavian markets.





## THE ESSENTIAL DATA

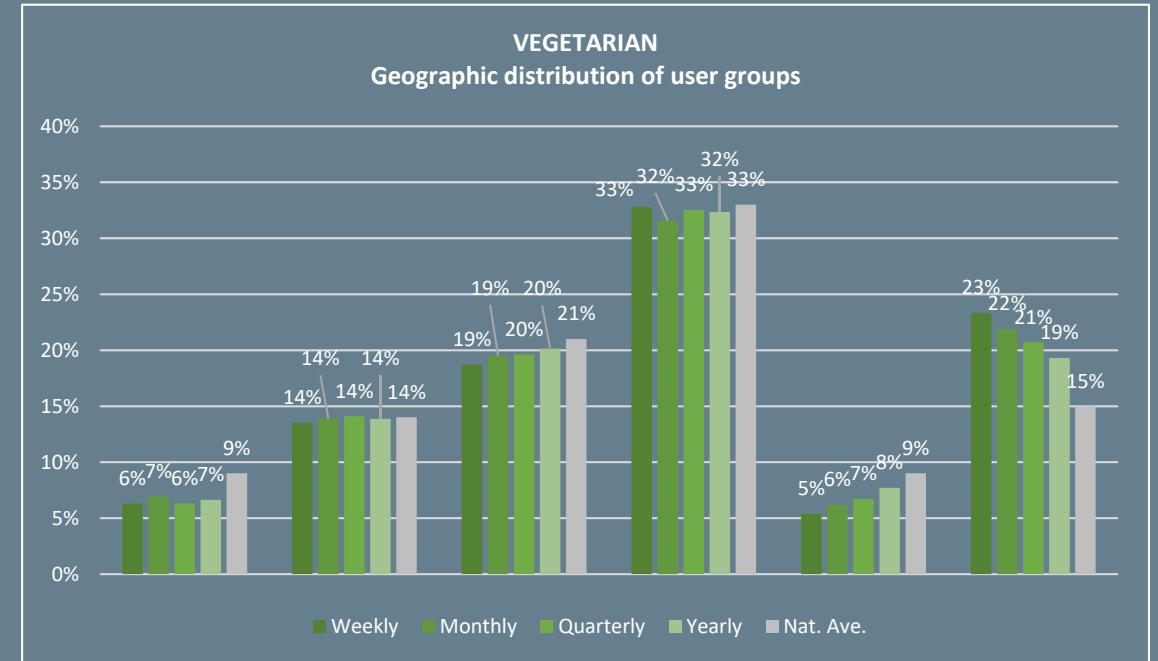
For each food trend and country, the report answers a number of key questions in regard to the heavy, medium and light users:

- How many are there?
- What is the estimated volume generated?
- What supermarket chains should you prioritize in order to target heavy, medium and light user?
- What is the household composition of the user groups and what types of lifestyles do they have?
- What role do geography, gender and age play?
- What is the average income for each user group?
- Who is responsible for grocery shopping, how often do they shop and how much do they spend?



## CONTENT

- 64 pages
- 61 tables and charts
- Based on 9 individual consumer studies
- Data based on 5,000 consumer interviews



# CONTENT

For each country	Vegetarian	Vegan	Meat-free
Penetration & volume	✓	✓	✓
Geography	✓	✓	✓
Gender	✓	✓	✓
Age	✓	✓	✓
Household size	✓	✓	✓
Children in the household	✓	✓	✓
Household income	✓	✓	✓
Responsibility for shopping	✓	✓	✓
Primary supermarket	✓	✓	✓
Secondary supermarket	✓	✓	✓
Primary basket size	✓	✓	✓
Supermarket shopping frequency	✓	✓	✓
Going out	✓	✓	✓
Lifestyles	✓	✓	✓





## ABOUT QUANTIC

QUANTIC is a market intelligence company providing commercial insights to businesses across a wide range of industries.

Our services provide our clients with tools that allow them to grow their business on a strategic, tactical and operational level.

We believe that the value of market intelligence is not purely a question of data, but rather the ability to interpret and understand the commercial implications. We require that all our senior advisors and analysts have solid business experience from “your side of the table”.



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