



**Market research**  
**Premium private label products**  
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# 1. Introduction – Premium Private Label in Denmark

- Premium private labels are retailer-owned products positioned as **higher quality** alternatives.
- Key drivers: **sustainability, organic production, local sourcing, and consumer trust.**
- Main players: Salling Group, Coop Danmark, Rema 1000, Lidl.



REMA  
1000



# 2. Market Structure – Denmark

Salling Group (Bilka, Føtex, Netto): ~34% market share.



Coop Danmark (Irma, SuperBrugsen, Dagli'Brugsen): ~30%.



Rema 1000: ~16%.



Lidl: growing with ~10% market share after Aldi exit.

Private labels are central across all major chains.

# 3. Salling Group

Denmark's largest retailer with a broad PL portfolio.  
Salling Brands: Salling, ØGO, Salling Princip, Budget  
**Salling (Premium)**



ØGO (organic)



Budget (value)

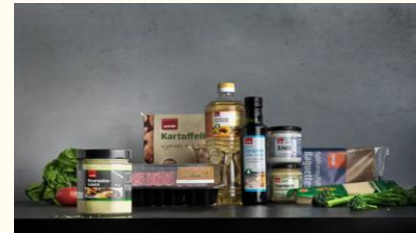
Focus: affordability, assortment breadth, and sustainability

# 4. Coop Denmark

Private labels:  
Änglamark (organic leader)



Coop



Xtra (budget)



Pioneer in sustainability and organic development.  
Member-based ownership with 1.8 million members.



# 5. Rema 1000



Discount chain with Norwegian ownership, fast-growing share.  
Emphasis on efficiency and close supplier partnerships.



Private label focus on organic dairy, frozen foods, and fresh produce.

# 6. Lidl Denmark



Expanding strongly with competitive PPL strategy.

Own brands: Deluxe, Milbona, Freeway, plus Madværket Denmark (local) which is newly introduced to the Danish Lidl and expanding.



Strong sustainability campaigns, value-for-money positioning.



# 7. Summary – Danish Private Label Market

- Mature and highly competitive grocery market dominated by Salling, Coop, Rema 1000, and Lidl.
- Private labels span full spectrum: budget, mainstream, premium, and organic.
- Sustainability and organic trends dominate consumer demand.
- Discount formats expanding fastest (Rema 1000, Lidl).
- High consumer trust: PPL often replaces A-brands.

# **THANK YOU!**

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