



CPS GfK
Brand Footprint
Europe 2024
Country Report Denmark

28/05/2024

**UNDER STRICT EMBARGO
UNTILL 29TH MAY**

CPS GfK Brand Footprint Europe 2024

What is it about?

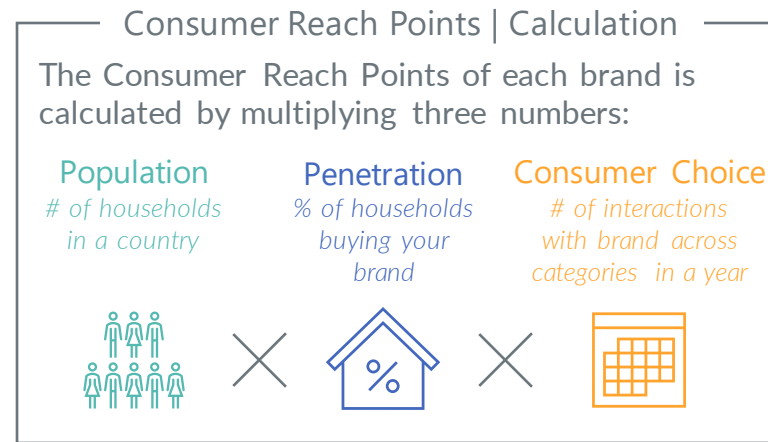


The new CPS GfK Brand Footprint Europe Report offers a glimpse into consumer preferences, showcasing brands that have made it into individual baskets the most during another year of economic instability across the continent.

The Brand Footprint Europe Report is part of the Global Brand Footprint series in partnership with Kantar Worldpanel, who initiated the comprehensive report over a decade ago. The data is collected from 62 markets and five continents, analyzing more than 42,000 consumer brands (retailer-owned brands are not included).

Brand success measured by Consumer Reach Points

- The key metric of this annual report is the Consumer Reach Point (CRP). CRP combines population, penetration, and consumer choice. One CRP is one choice, revealing a brand's strength based on the number of times it is chosen by shoppers.



Consumer Preferences

- Through rigorous data analysis, the report offers valuable insights into consumer preferences and purchasing patterns. By examining factors such as penetration insights and purchase frequency, CPS GfK provides a comprehensive overview of the brands that have successfully conquered shoppers' baskets across the continent.

Regional Trends

- The report uncovers intriguing regional trends, revealing how consumer preferences vary across different EU countries. From food and beverage to health and beauty, the rankings offer a nuanced understanding of the brands that resonate most strongly with local audiences.

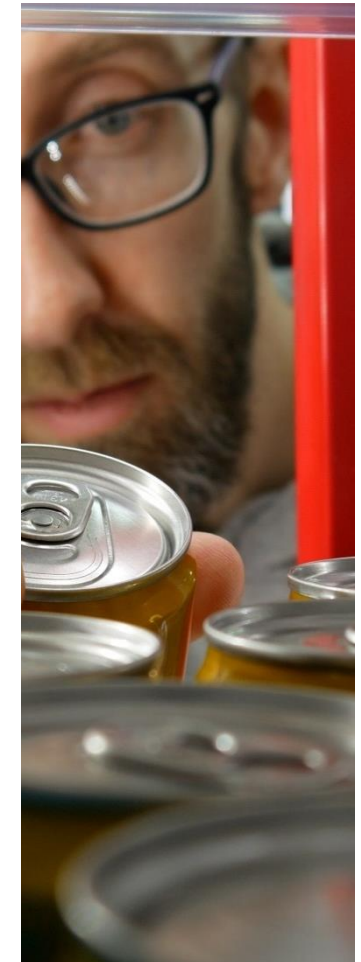
Most chosen brands 2024

FMCG brands with highest CRP



Europe				
Rank	Brand	CRP (Million)	CRP Growth	Rank Movement
1	Coca-Cola	1547,3	-2,8	0
2	Kinder	961,3	4,2	0
3	Dr. Oetker	743,2	-3,6	0
4	Lay's	634,4	-4,7	0
5	Milka	605,7	-1,6	1
6	Knorr	586,4	-10,9	-1
7	Muller	583,7	-0,4	0
8	Warburtons	573,9	0,3	0
9	Haribo	551,2	1,8	1
10	Pepsi	513,4	-6,0	-1

Denmark				
Rank	Brand	CRP (Million)	CRP Growth	Rank Movement
1	Arla	86,1	-6,4	0
2	Schulstad	47,0	-4,0	0
3	Karolines Køkken	35,2	-6,0	0
4	Cheasy	32,2	-4,2	0
5	Lurpak	22,4	2,7	1
6	Harboe	20,9	10,4	4
7	Toms	19,4	-16,3	-2
8	K-Salat	18,4	-9,9	-1
9	Pålækker	18,1	-9,7	-1
10	Thise	17,5	-12,1	-1



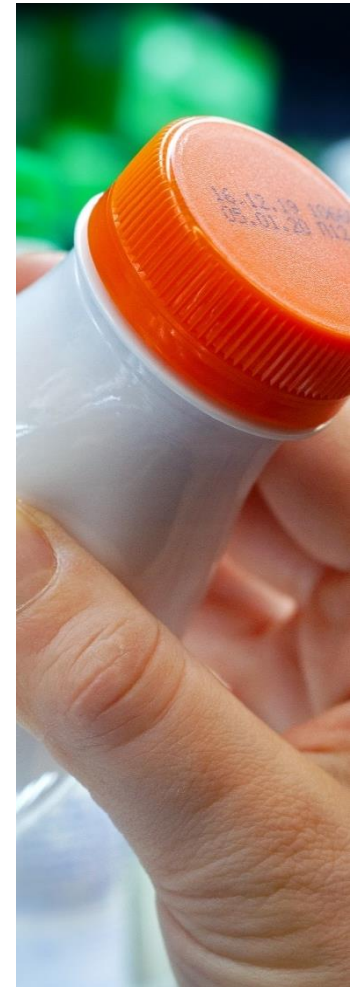
Most chosen brands 2024

Category deepdive brands with highest CRP



Europe				
Rank	Brand	CRP (Million)	CRP Growth	Rank Movement
Beverages				
1	Coca-Cola	1547,3	-2,8	0
2	Pepsi	513,4	-6,0	0
3	Nescafé	317,5	-6,6	0
Food				
1	Kinder	840,2	3,8	0
2	Dr. Oetker	645,5	-3,3	0
3	Lay's	634,4	-4,7	0
Dairy (substitutes)				
1	Muller	550,3	-0,8	0
2	Arla	443,2	-4,7	0
3	President	324,7	-1,5	1

Denmark				
Rank	Brand	CRP (Million)	CRP Growth	Rank Movement
Beverages				
1	Harboe	20,9	10,4	0
2	Coca-Cola	15,6	1,1	0
3	Pepsi	13,3	1,0	0
Food				
1	Schulstad	47,0	-4,0	0
2	Toms	18,8	-16,6	0
3	K-Salat	18,4	-9,9	0
Dairy (substitutes)				
1	Arla	86,1	-6,4	0
2	Cheasy	32,2	-4,2	0
3	Karolines Køkken	30,2	-5,7	0



Most chosen brands 2024

Category deepdive brands with highest CRP



Europe				
Rank	Brand	CRP (Million)	CRP Growth	Rank Movement

Home Care

1	Fairy	236,6	0,2	0
2	Downy	193,6	-4,3	0
3	Finish	120,7	-3,3	0

Health & Beauty

1	Nivea	479,3	-8,3	0
2	Colgate	331,0	-3,1	0
3	Dove	244,9	-10,9	0

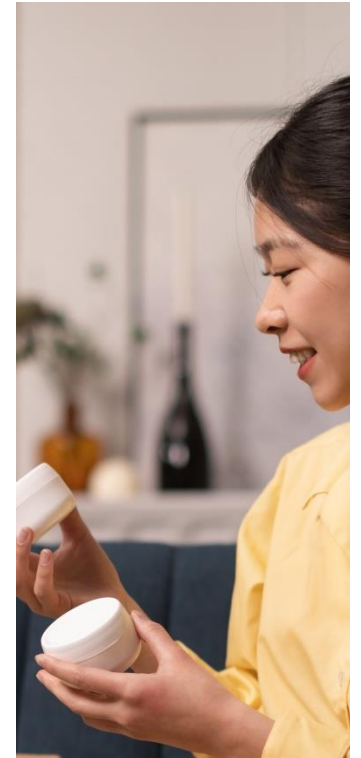
Denmark				
Rank	Brand	CRP (Million)	CRP Growth	Rank Movement

Home Care

1	Lotus	4,7	-15,9	0
2	Lambi	4,0	14,4	0
3	Vel	2,5	-17,1	0

Health & Beauty

1	Palmolive	5,2	-3,8	1
2	Colgate	4,9	-23,7	-1
3	Zendium	3,7	-12,1	0



Rising stars 2024

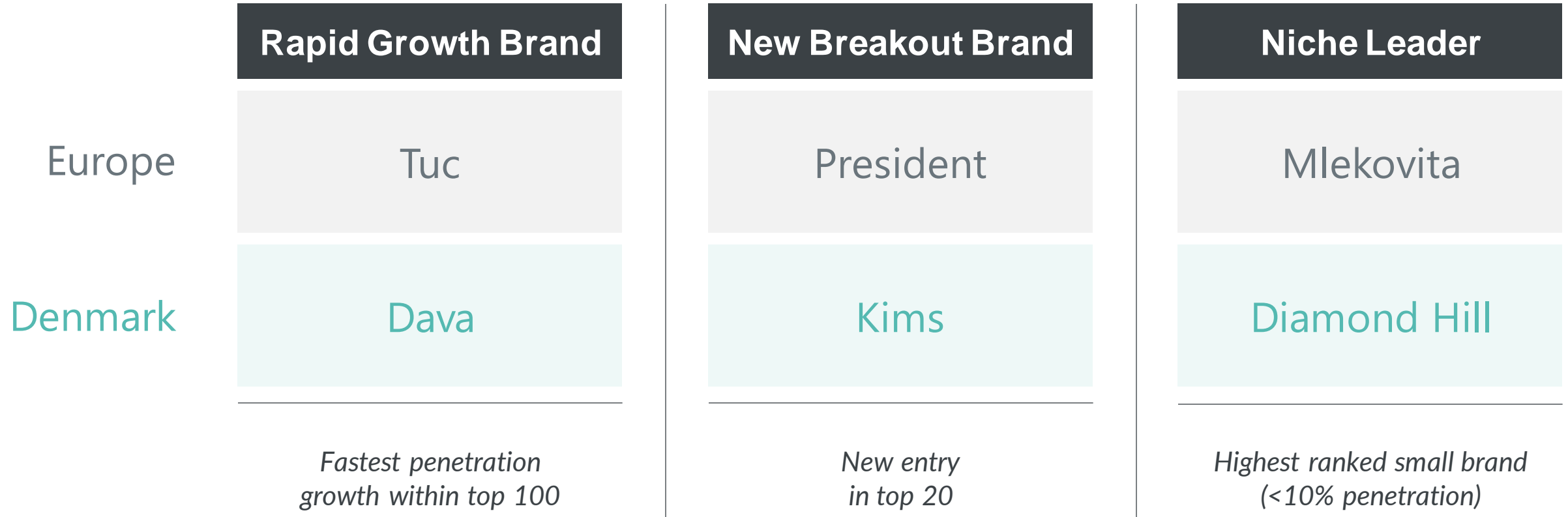
FMCG brands with strongest CRP growth



Strongest CRP growth within top 100 FMCG brands		
	Europe	Denmark
	Red Bull	Dava
CRP (Million)	217,0	4,5
CRP Growth	+15,5	+306,5%

Outstanding brands 2024

FMCG brands showing strong performance



Find out more!

Access the full 2024 rankings

- The complete ranking (access the rankings [here](#)) comprises five global FMCG sectors – Beverages, Food, Dairy, Health & Beauty, and Homecare – tracked by consumer purchase panels across 62 markets and five continents of which 21 European markets.

Read our whitepaper

- Our latest whitepaper (check it out [here](#)) analyzes the Brand Footprint Europe Rankings to reveal key highlights and deeper insights. You will be taken on a journey along our challenging European landscape looking for room to grow in these extraordinary times of increased pressure on brands. Let yourself be inspired by use cases of brands that have succeed in increasing their consumer reach.

Increase your consumer reach

- Growing penetration is key for increasing your consumer reach and we are here to help! To ascertain an effective penetration growth strategy, it is important to truly comprehend shopper needs. This entails both identifying drivers that motivate existing buyers to stay and drivers attracting new shoppers. CPS GfK's innovative Penetration Growth Driver provides an overview and quantification of the most important drivers responsible for penetration growth of your brand. (learn more [here](#))

Get in touch

Want to know more about our report or our solutions please reach out to your local CPS GfK contact or visit our website via this [link](#)



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