



## Workshop 4: Consumer and market trends

*What does Danes know about whole grains, and do they want to consume more whole grains judged by data from the resent MEGAFON survey?*

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- **68%** of the Danes are familiar with the orange logo.
- **80%** of them also **look for the logo** when buying products .
- **24%** of the Danes **eat more whole grains** than 2 years ago

**More than half of the Danes** know that whole grains prevents lifestyle diseases.

**Only 30%** of the Danes know that whole grains are a climate-friendly food



The main reasons why Danes eat whole grains are health (76%) and taste (38%).

Ryebread and breakfast cereals including oatmeal are the Danes preferred WG products



Whole grains are already an integrated part of the Danes food intake.  
**79 % eat whole grains** several times a week.

- **60%** find it **easy to eat more whole grains**.
- **41%** would **eat more whole grain products** if whole grains were part of products they already eat\*

Source: Megafon for The Danish Whole Grain Partnership, 2021. \*Source: Danskernes viden om og holdninger til overvægt og sundhed 2021