

### 1 Foodies

12 % of the Danish Population

A gourmet segment, urban, high income, discerning taste, online.



### 2 Food Idealists

13 % of the Danish Population

Socially conscious, mature, responsible, „food for the thoughtful“.



### 3 Veggie Enthusiasts

15 % of the Danish Population

Mostly young and urban consumers, more plant oriented.



### 4 Convenience Seekers

26 % of the Danish Population

Entertainment seekers, adaptive consumers.



### 5 The Traditional

15 % of the Danish Population

Mostly elderly, into health but not into cooking.



### 6 The Non-Engaged

19 % of the Danish Population

Have interests other than food culture and social awareness.

