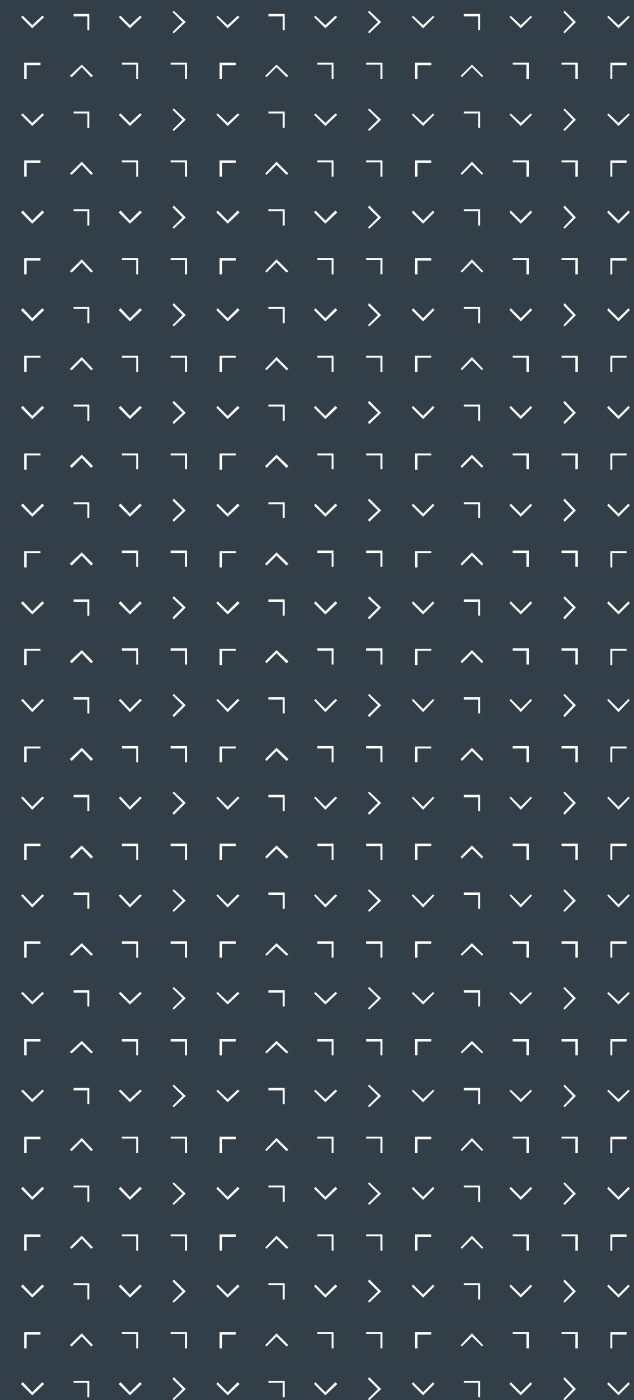


IMAGE BRIEF

*International B2B insights on Denmark as
a food nation 2026*

FOOD SECURITY AND HEALTH AS KEY EXPORT DRIVERS



About the respondents

Japan 
United Kingdom 

Region



200
Japan

200
United Kingdom

Gender

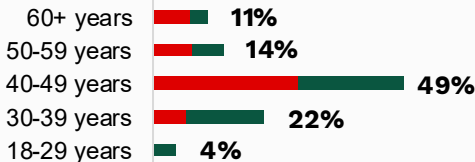


79%

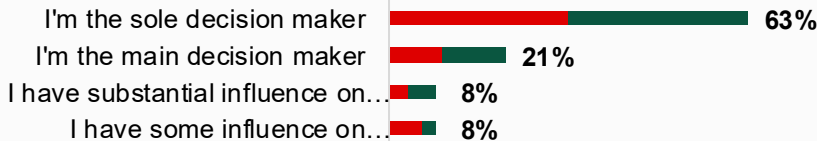
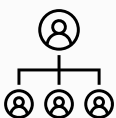


21%

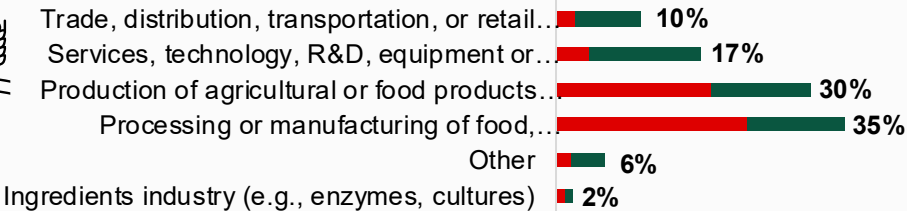
Age group



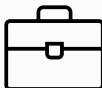
Decision-making power (producing, purchasing, selling or handling agriculture and food products and solutions relevant to your company and industry)



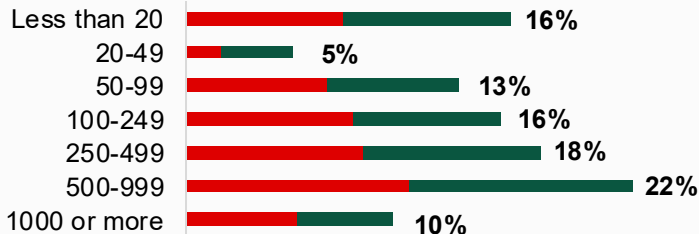
Sector of work



Department at work



Size of organisation



General questions to B2B decision-makers
regarding agriculture and food
production and solutions
overall

Potential to further raise awareness of Denmark's national brand



General questions regarding agriculture and food production and solutions

Which countries come to mind when you think about agriculture and food production and solutions relevant to your industry? (open answer)

Base: All respondents (200 Japan & 200 UK) – open answer (859 total for top 15 countries)

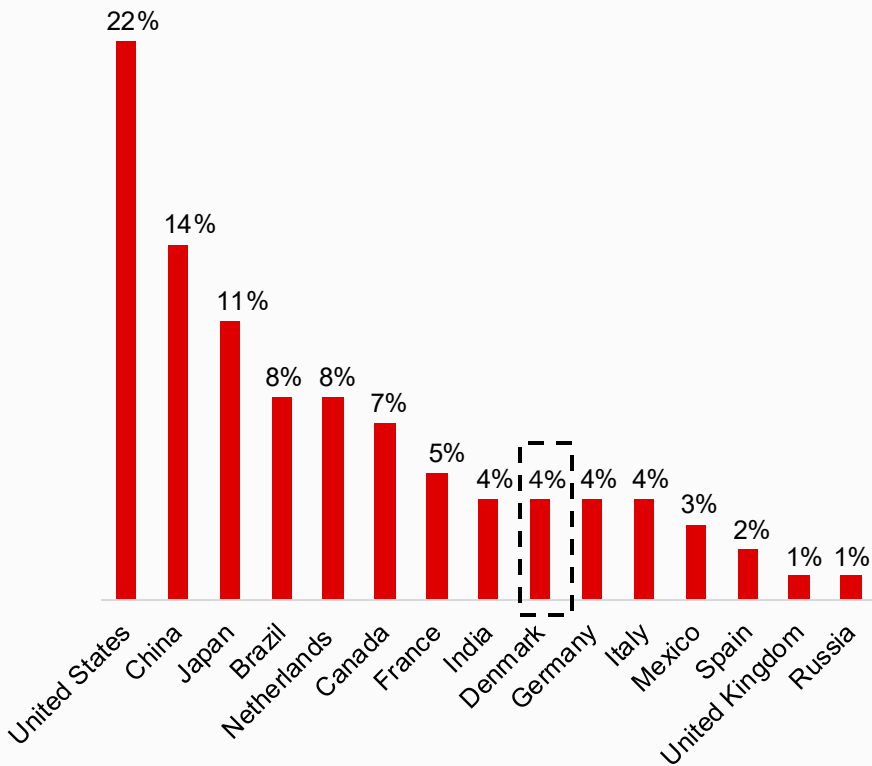
The findings show that when asked which countries first come to mind in relation to agriculture and food, respondents mainly mention the **United States (18%)**, **China (12%)** and **Netherlands (8%)**.

However, a closer look reveals different regional perspectives. Japanese respondents more often mention major global powers like the United States, China and Brazil.

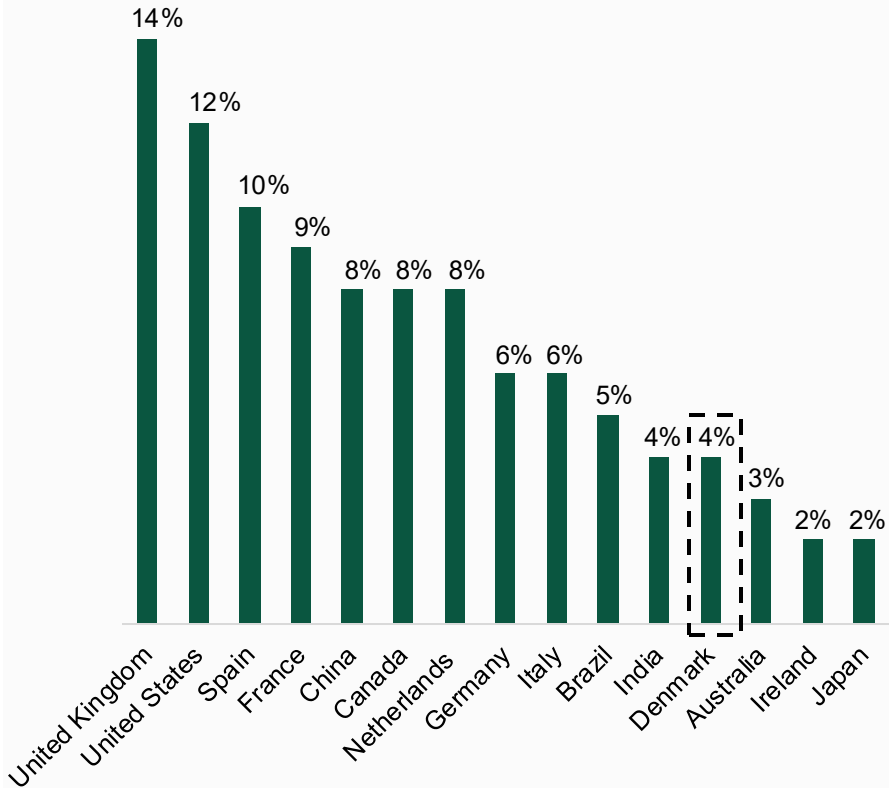
In contrast, the UK market shows a stronger focus towards European countries like the Netherlands, France and Spain.

Across both markets, **Denmark comes to mind by 4%** of total respondents across both markets, indicating a stable, though not top-of-mind, position in both the UK and Japan.

Base: All respondent (200) - multiple replies (498 Japan for top 15 countries)



Base: All respondent (200) - multiple replies (361 UK for top 15 countries)



Country of origin as the key factor for decision making



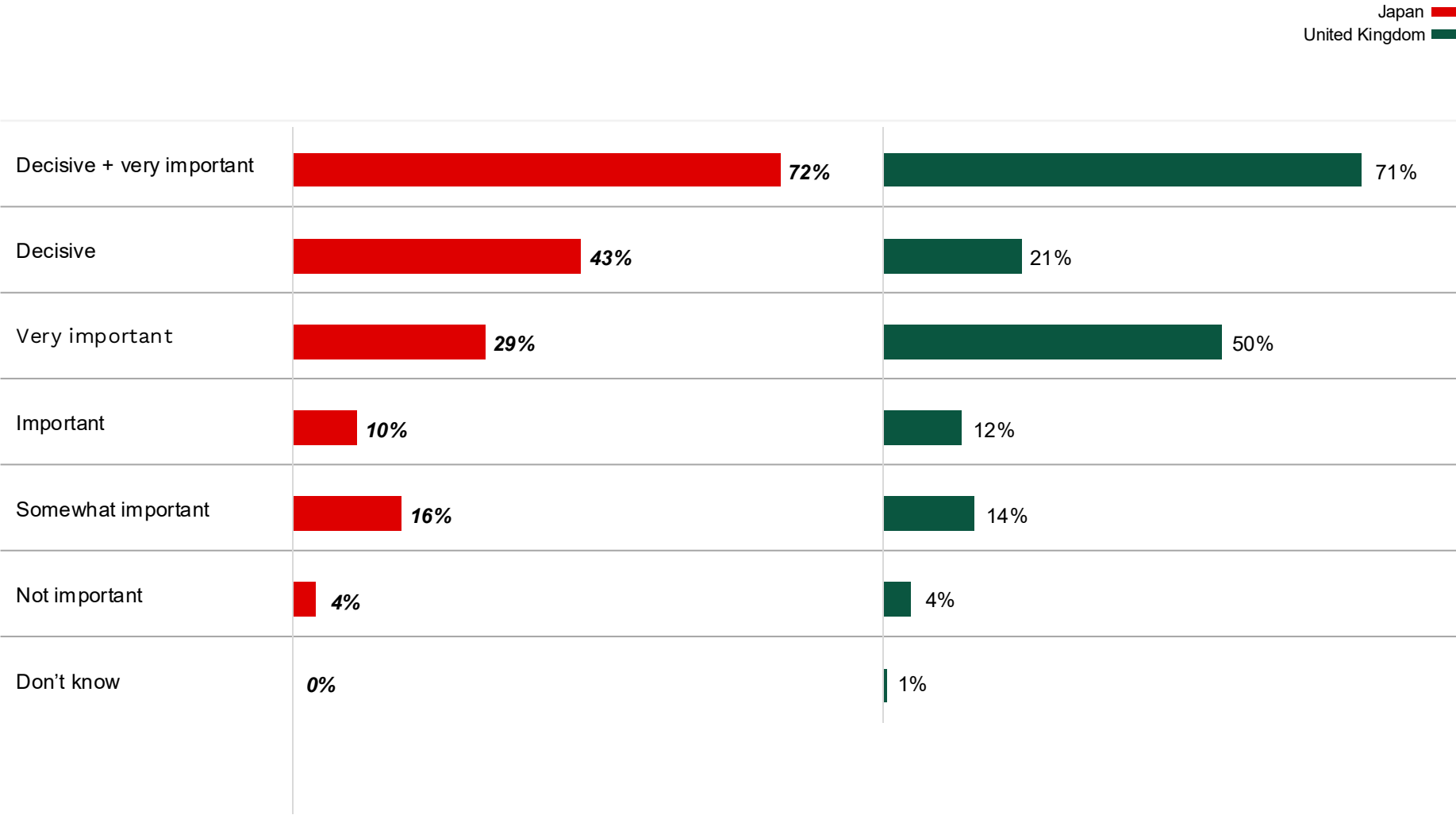
According to your company, how important is the country of origin when choosing a supplier/source of agriculture and food products or solutions?

Base: All respondents (200 Japan & 200 UK)

Country of origin is seen as an important factor by most decision-makers when choosing a supplier or source of food products and solutions.

While attitudes are generally similar across markets, 43% of Japanese respondents are 'Decisive', compared to 21% in UK.

The overall high importance regarding country of origin underlines the importance of a strong Danish brand.



When choosing a supplier, quality, price and stability are the most important attributes



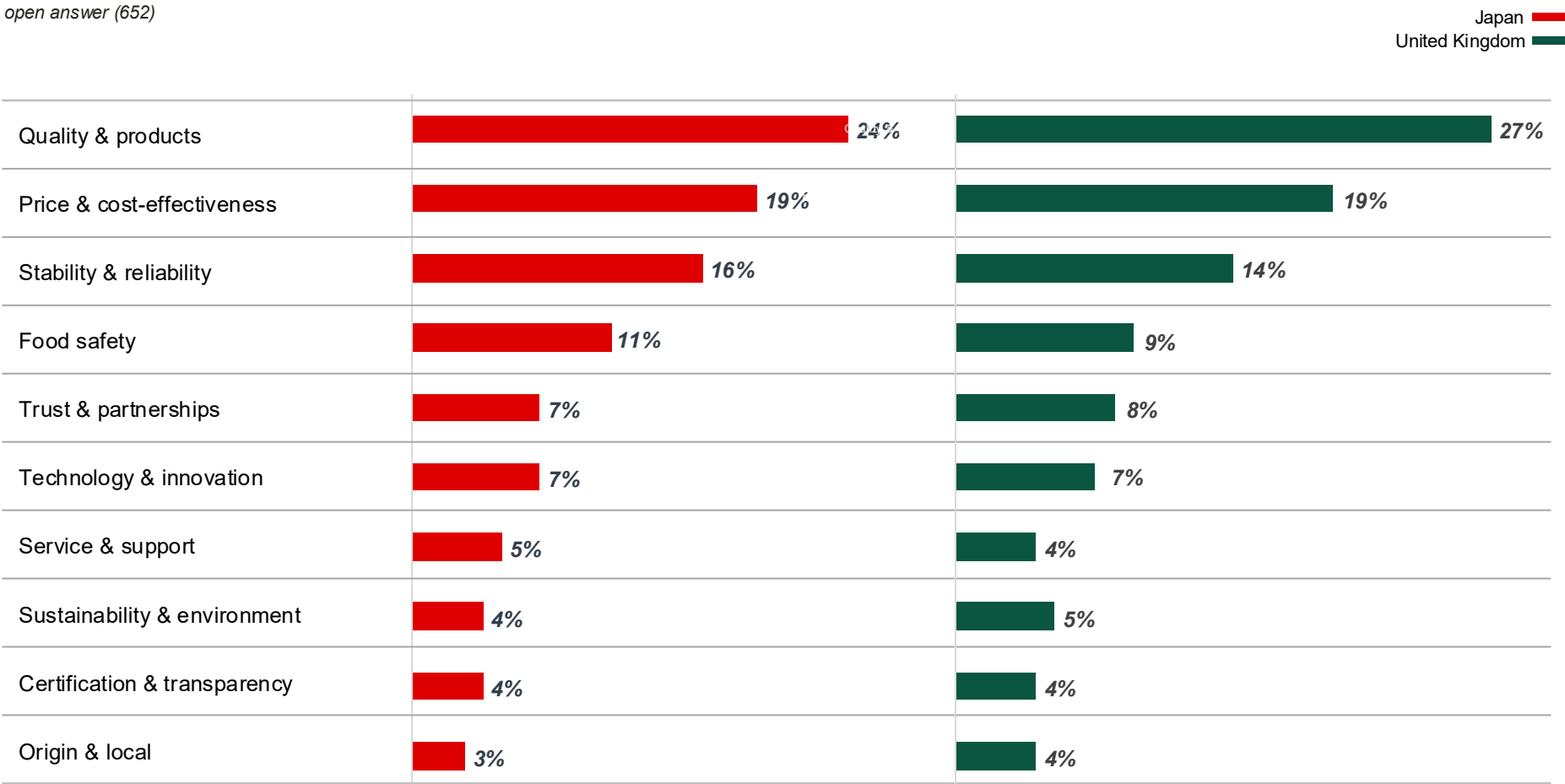
What are the top three most important attributes when choosing a supplier/source of agriculture and food products or solutions? (open answer)

Base: All respondents (200 Japan & 200 UK), top 10, open answer (652)

‘Quality & products’, ‘Price & cost-effectiveness’ and ‘Stability & reliability’ are the most important attributes top of mind for decision-makers when choosing supplier/source of agriculture and food products or solutions.

Notably, health is rarely top of mind. However, similar attributes like ‘Freshness’, ‘Organic’, ‘Clean’ and ‘Natural’ occur occasionally.

For suppliers and partners, this means it’s essential to lead with the value delivered through high quality and especially stability and reliability, given the current global situation.



In an unstable world, decision-makers prioritise food security and food safety



According to you, how important are the following values or aspects to your company when producing, purchasing, selling or handling agriculture and food products and solutions?

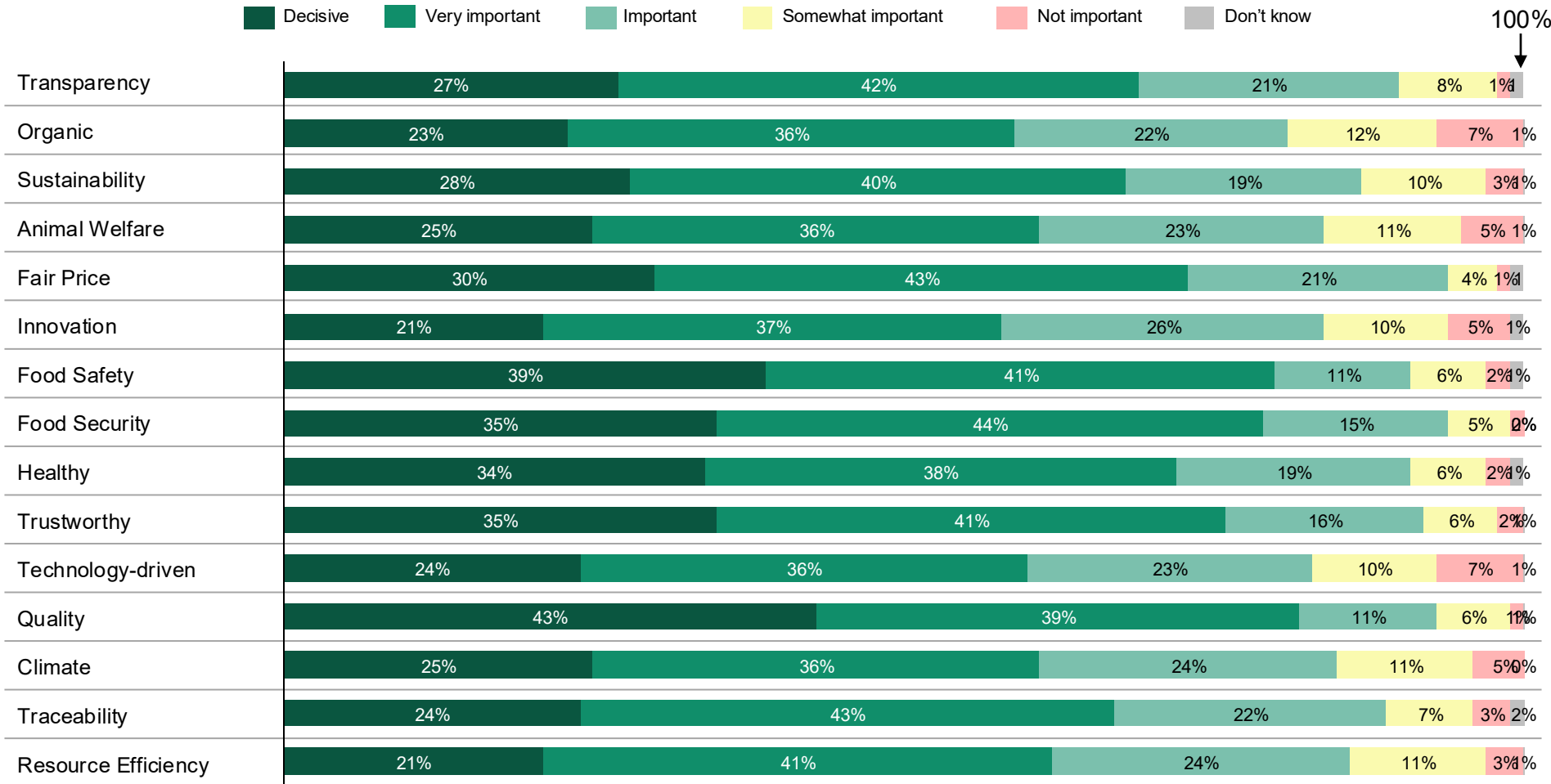
Base: All respondents (200 Japan & 200 UK)

The results indicate that all aspects are considered important, very important, or decisive by respondents when it comes to producing, purchasing, selling or handling agricultural and food products and solutions.

‘Food Safety’, ‘Quality’ and ‘Food Security’ rank among the strongest priorities, showcasing a strategic shift in response to global volatility.

While ‘Organic’ and ‘Climate’ are on the radar, their lower ranking indicates less focus compared with more immediate business priorities.

This underlines the importance of demonstrating how Danish products and solutions contribute to reliable supply, food safety and long-term value.



For the Japanese decision-makers, quality is a clear decisive value

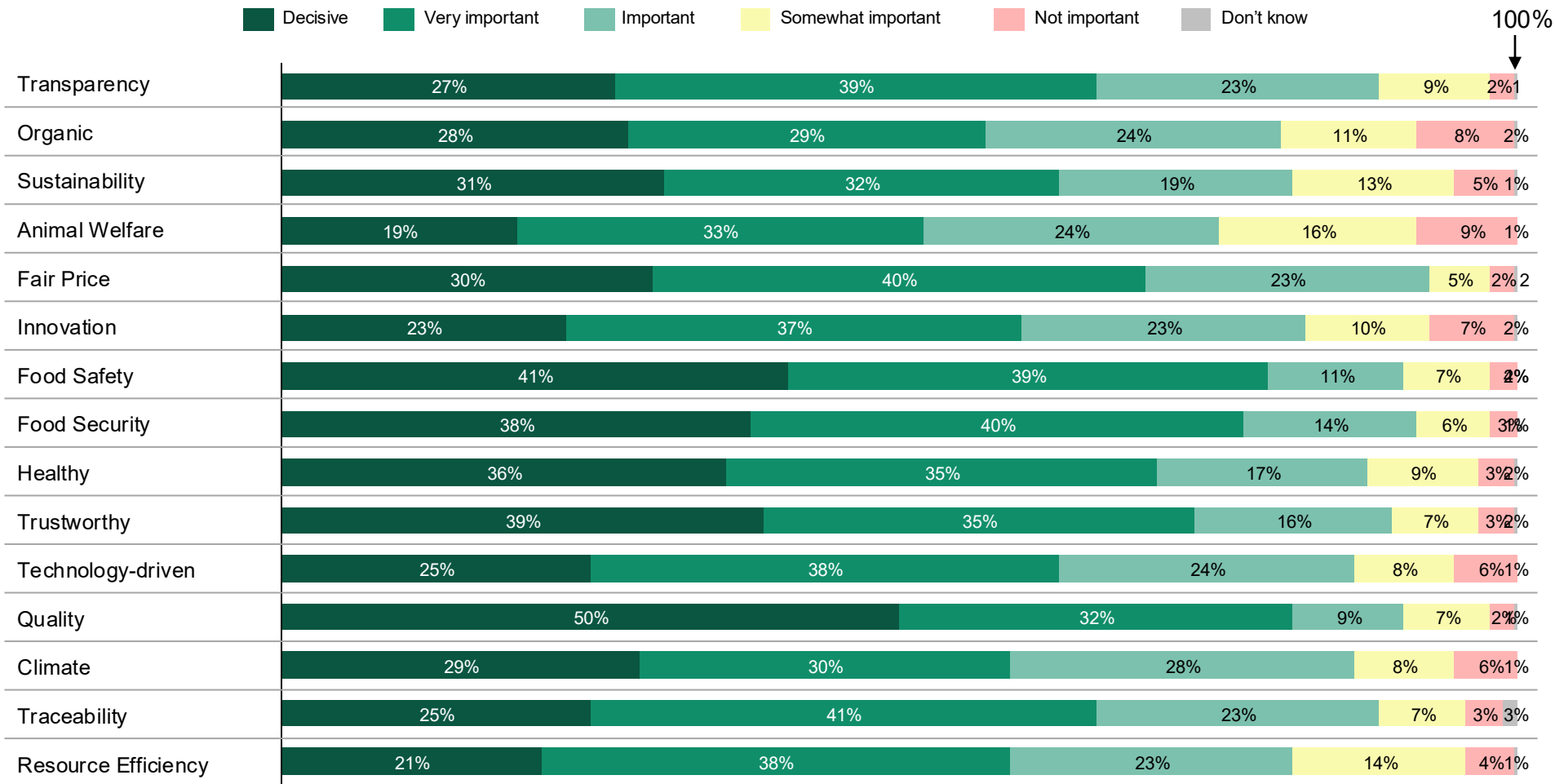


According to you, how important are the following values or aspects to your company when producing, purchasing, selling or handling agriculture and food products and solutions?

Base: Japanese respondents (200)

For the Japanese decision-makers, 'Quality' stands out particularly strongly, with 50% considering it decisive, and the highest decisive score among any attribute.

At the same time, 'Food Security', 'Food Safety' and 'Fair Price' remain among the most important overall priorities, showing that quality is closely accompanied by a need for reliability and commercial value.



For the UK decision-makers, transparency is a decisive aspect

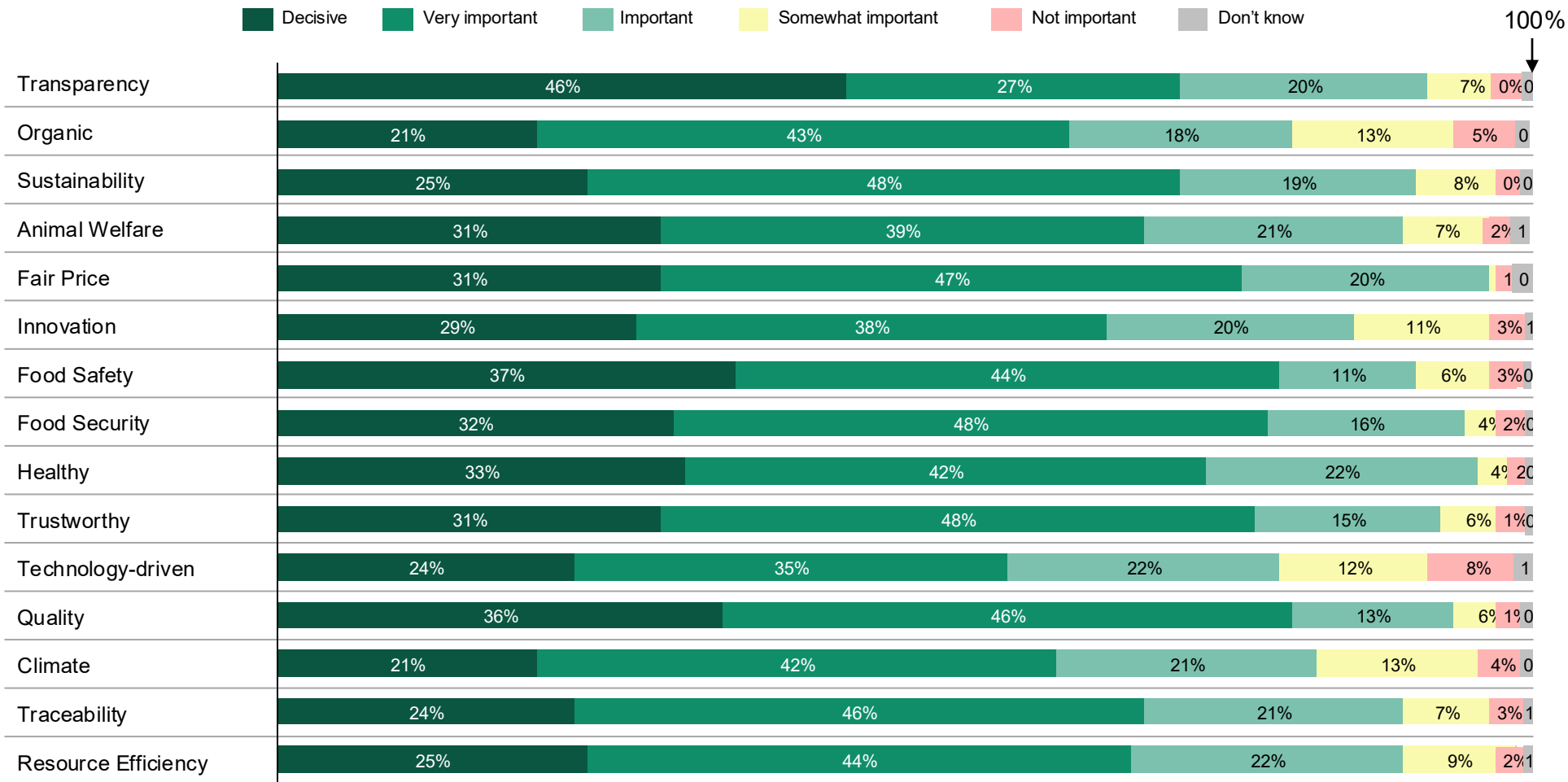


According to you, how important are the following values or aspects to your company when producing, purchasing, selling or handling agriculture and food products and solutions?

Base: UK respondents (200)

For the UK decision-makers, 'Transparency' stands out with a clear 46% decisive aspect.

'Fair Price', 'Health', 'Food Security' and 'Quality' all rank among the strongest values and aspects, highlighting the importance of combining commercial value, high quality and reliable supply with high level of transparency.



For both markets, fair price and food security dominate



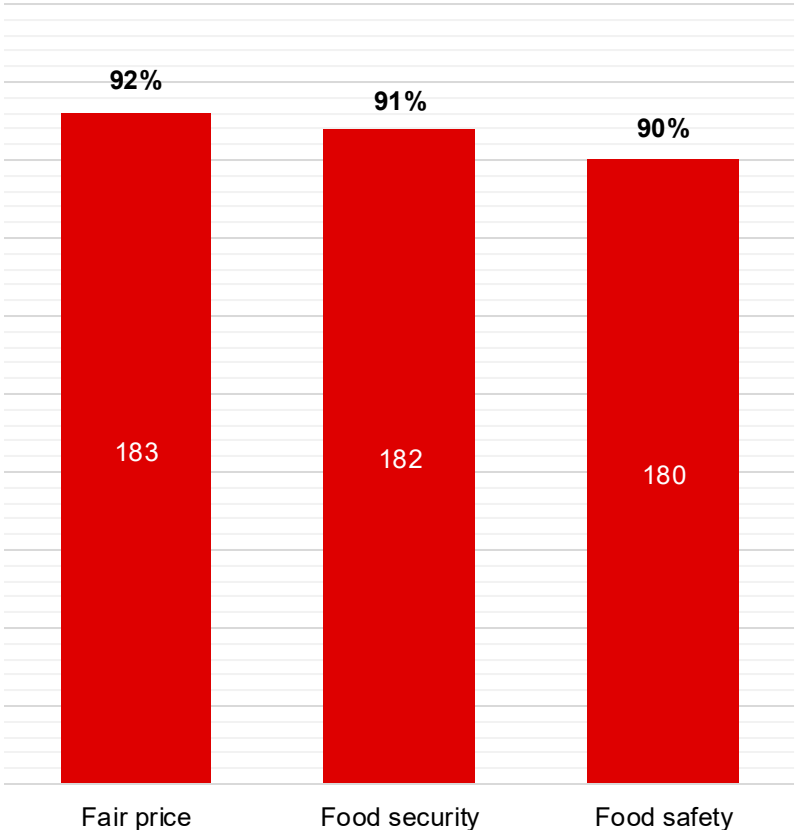
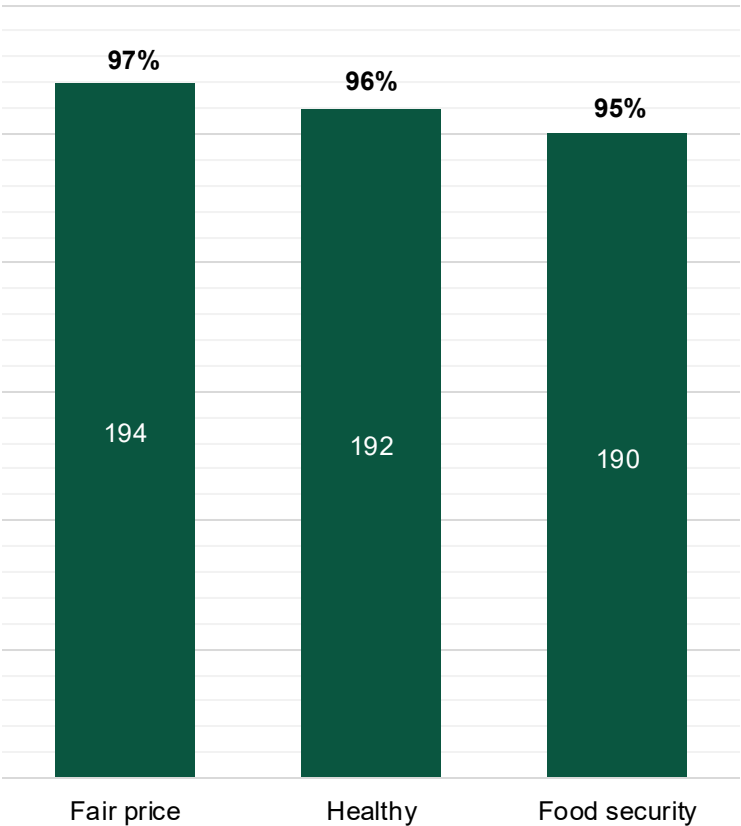
According to you, how important are the following values or aspects to your company when producing, purchasing, selling or handling agriculture and food products and solutions?

Base: All respondents (200 + 200) – responses of 'decisive' 'very important' and 'important'

For both markets, 'Fair price' and 'Food Security' rank among the most important factors, likely as a response to the current global economic situation with inflation and rising costs.

Market-specific priorities also stand out. 'Health' ranks second among UK decision-makers with 96%, while 'Food Security' ranks second among Japanese decision-makers with 91%.

It is particularly telling that respondents prioritised these aspects even before the topic was formally introduced in the survey, highlighting its importance.



Japan
United Kingdom

General questions to B2B decision-makers
on how they perceive agriculture and food
production and solutions
in Denmark

Danish agriculture and food products and solutions are generally well regarded across markets



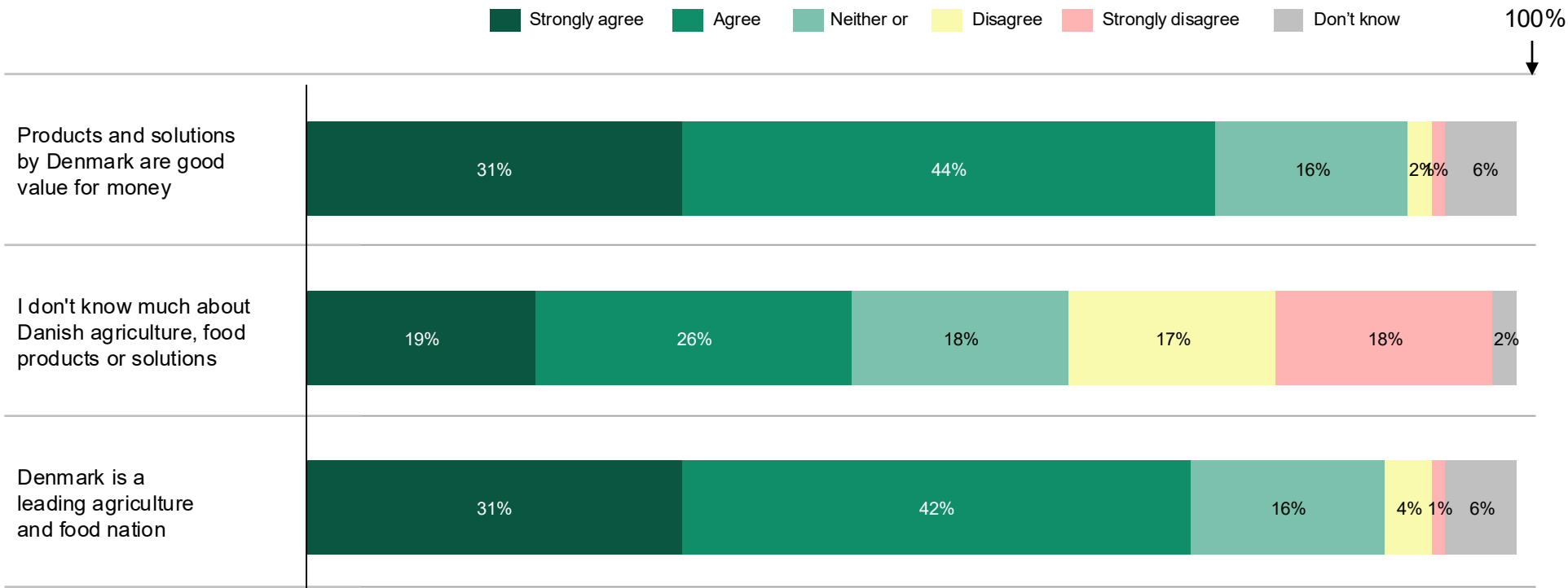
To which extent do you agree or disagree with the following statements?

Base: All respondents (200 Japan & 200 UK)

Danish agriculture and food products and solutions are generally well regarded, especially in terms of value for money and Denmark's position as a leading food and agriculture nation.

However, awareness remains a barrier as 45% of decision-makers across markets say they don't know much about Danish products and solutions.

This point to an opportunity for strategic focus and targeted awareness building, ensuring the value and quality already perceived by many becomes more widely known.



Japanese decision-makers believe that products and solutions from Denmark are good value for money



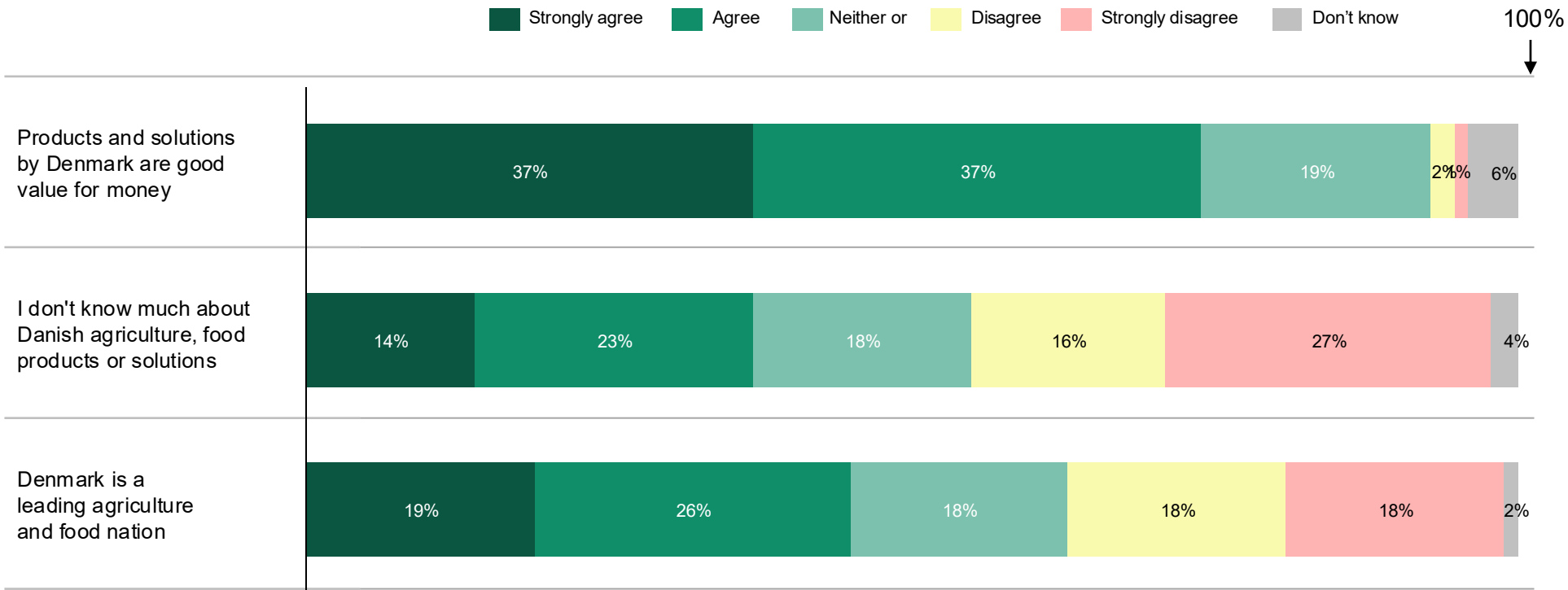
To which extent do you agree or disagree with the following statements?

Base: Japanese respondents (200)

Japanese decision-makers believe that products and solutions by Denmark are good value for money, with 74% either 'Strongly agree' or 'Agree'.

While 45% either 'Strongly agree' or 'Agree' that Denmark is a leading agriculture and food nation, it is noticeable that 36% either 'Disagree' or 'Strongly disagree'.

This indicates further potential to strengthen awareness, as 37% says they don't know much about Danish agriculture, food products or solutions.



UK decision-makers widely recognise Denmark as a leading agriculture and food nation



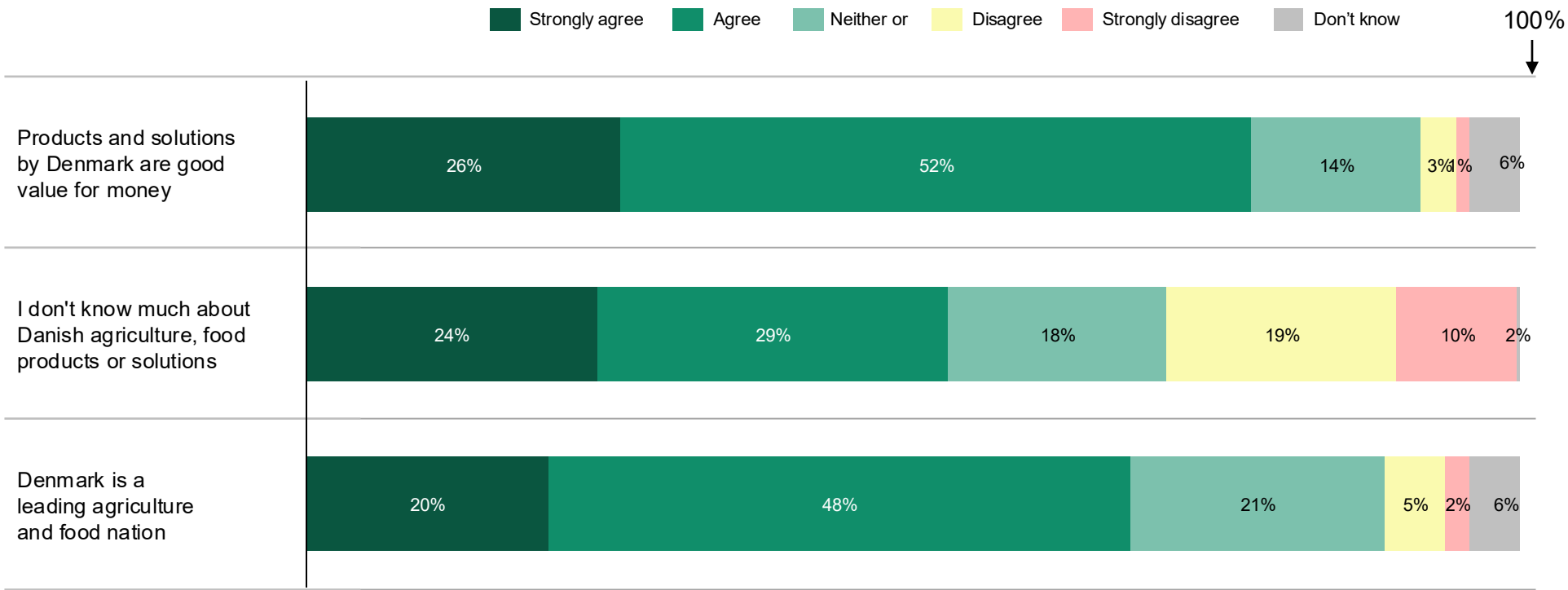
To which extent do you agree or disagree with the following statements?

Base: UK respondents (200)

UK decision-makers believe that Danish products and solutions offer good value for money, as 78% either 'Strongly agree' or 'Agree'.

Moreover, 68% recognise Denmark as a leading agriculture and food nation.

At the same time, there is clear potential to strengthen awareness, as 53% say they know little about Danish agriculture and food products or solutions.



Denmark is renowned for quality, trust and food safety



Which of the following words do you associate with Danish agriculture and food products and solutions?

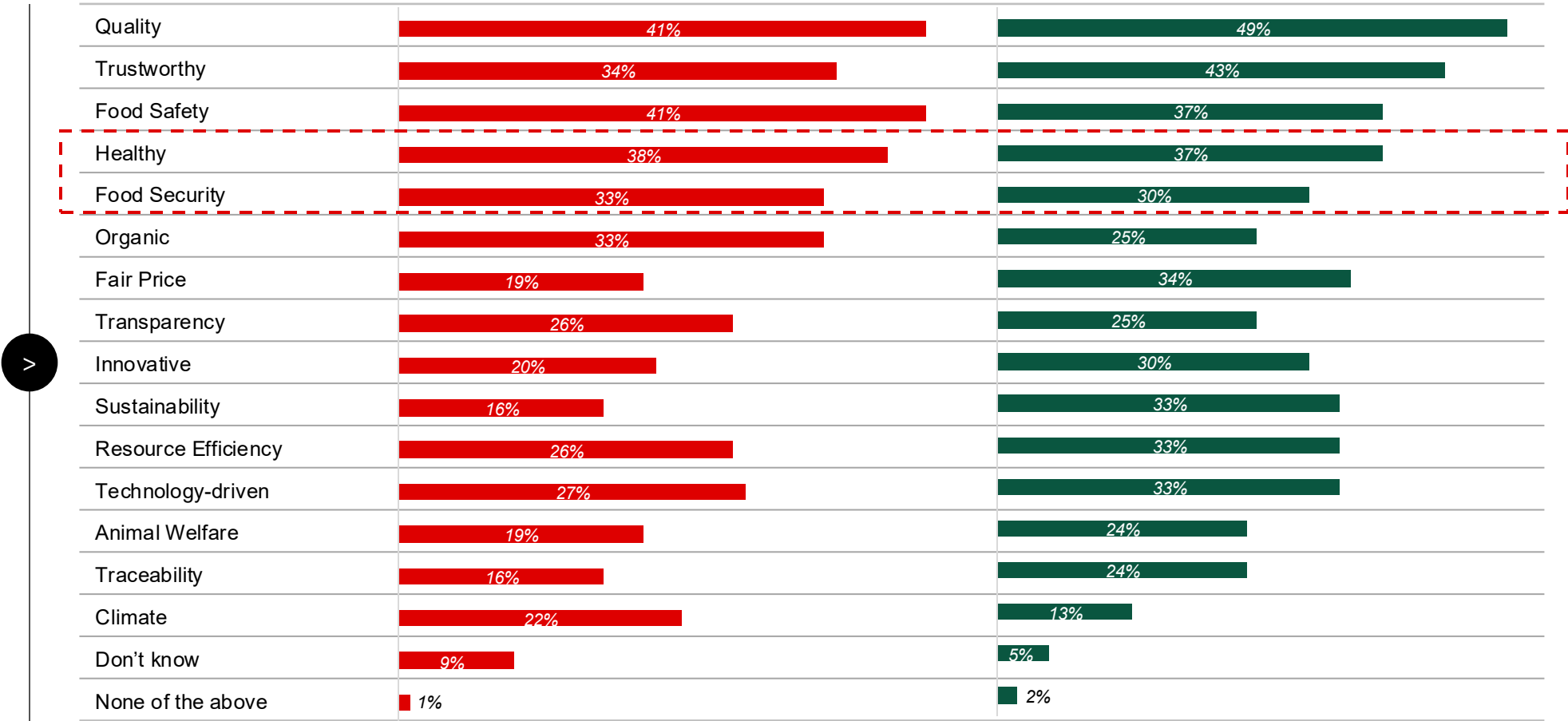
Japan 
United Kingdom 

Base: All respondents (200 Japan & 200 UK)

Across both Japan and UK, decision-makers consistently associate Denmark with strong and positive attributes. The top perceptions remain stable – ‘Quality’ ranks first, followed by ‘Trustworthy’, ‘Food Safety’, and ‘Healthy’.

Moreover, ‘Food Security’ is high on the list for both markets, indicating that decision makers see Denmark as stable in an unstable world – a reliable partner capable of ensuring a consistent and secure food supply.

In contrast, ‘Animal Welfare’ ‘Traceability’ and ‘Climate’ score the lowest among associated attributes.



**How B2B decision-makers
navigates Food Security
in the agriculture and food sector
overall**

Global instability forces a shift in food security strategies



To what extent has global instability changed how you and your company make decisions or think about food security?

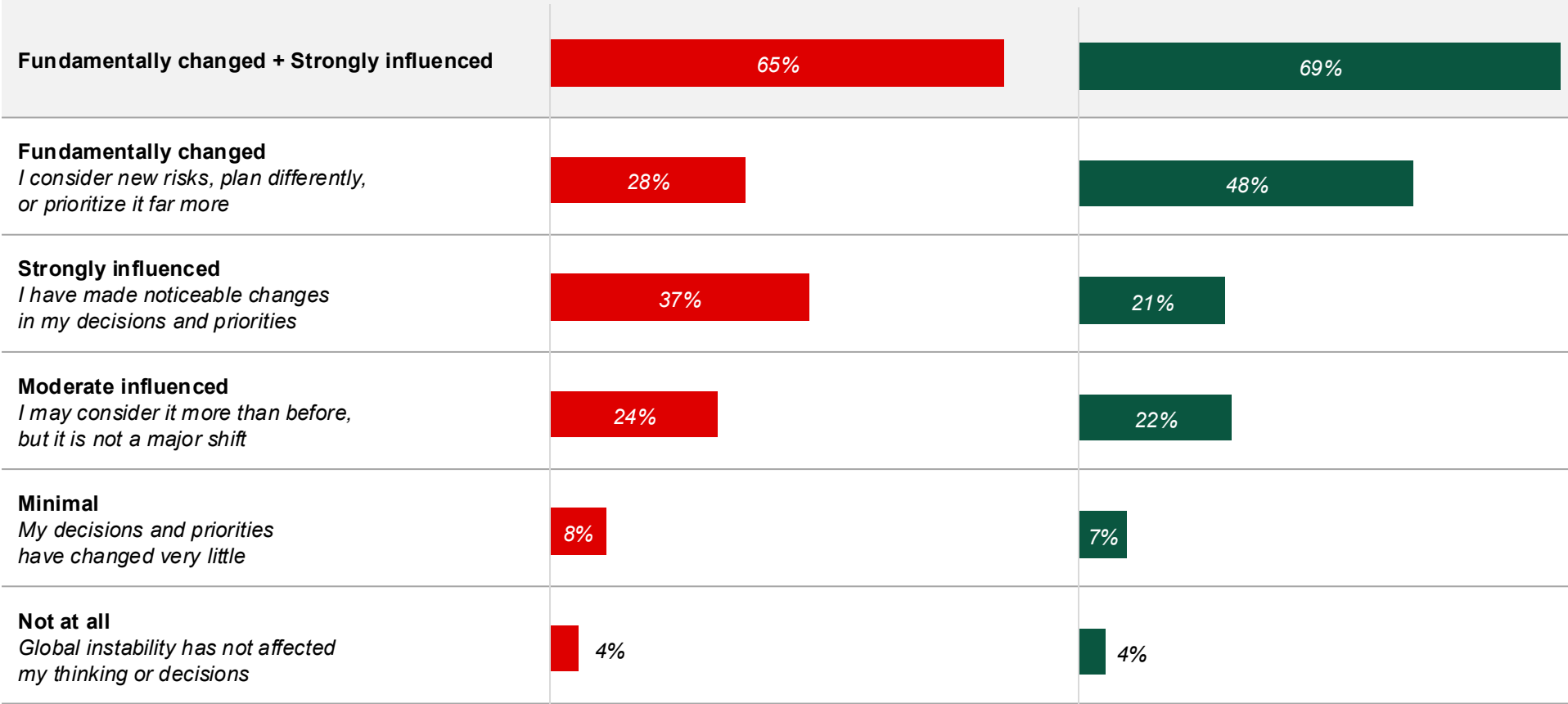
Base: All respondents (200 Japan & 200 UK)

Japan ■
United Kingdom ■

The data reveals a strategic shift among business leaders in both Japan and the UK with an overwhelming two-thirds reporting that global instability has either 'Fundamentally changed' or 'Strongly influenced' their approach to food security.

In contrast, only a small minority feel their approach has been 'Minimally' or 'Not at all affected'.

This demonstrates that in today's volatile world, ensuring supply chain resilience has been elevated from an operational issue to a core strategic imperative.



Reliable imports from stable nations are increasingly critical as focus on stability and trust now outweighs costs



To which extent do you agree or disagree with the following statements?

Base: All respondents (200 Japan & 200 UK)

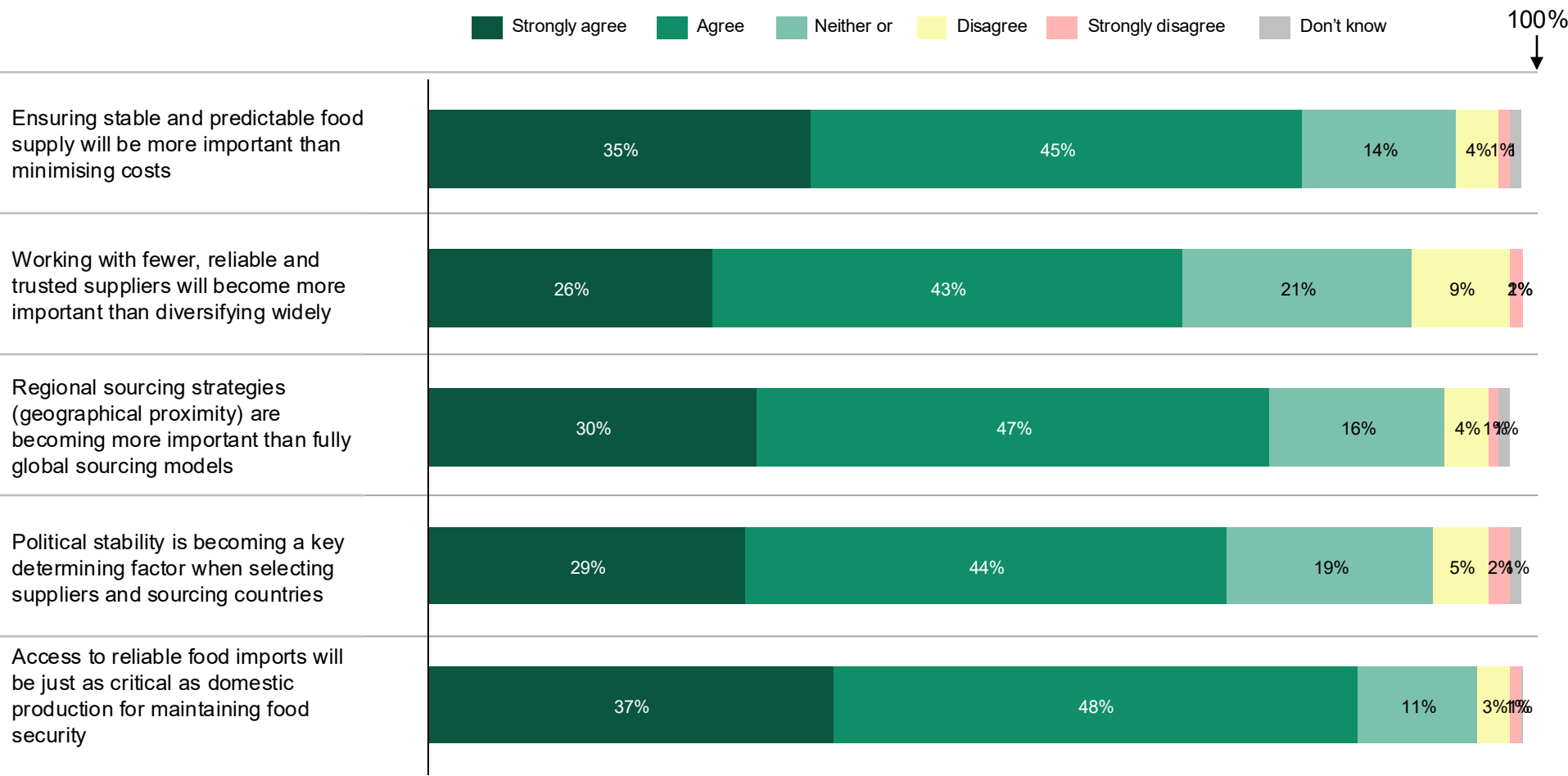
An overwhelming 85% agree that access to reliable food imports will be just as critical as domestic production for maintaining food security.

At the same time, 80% prioritise a stable and predictable food supply over achieving the lowest possible price.

77% either strongly agree or agree that regional sourcing strategies are increasingly more important than fully globalised models.

73% consider political stability a key factor when selecting suppliers and sourcing countries, while 69% believe that working with fewer, reliable and trusted suppliers will become more important than broad diversification.

Together, the findings point to a growing emphasis on reliability, trust and stability in international sourcing.



For Japanese decision-makers, a stable and predictable food supply will be more important than minimising costs



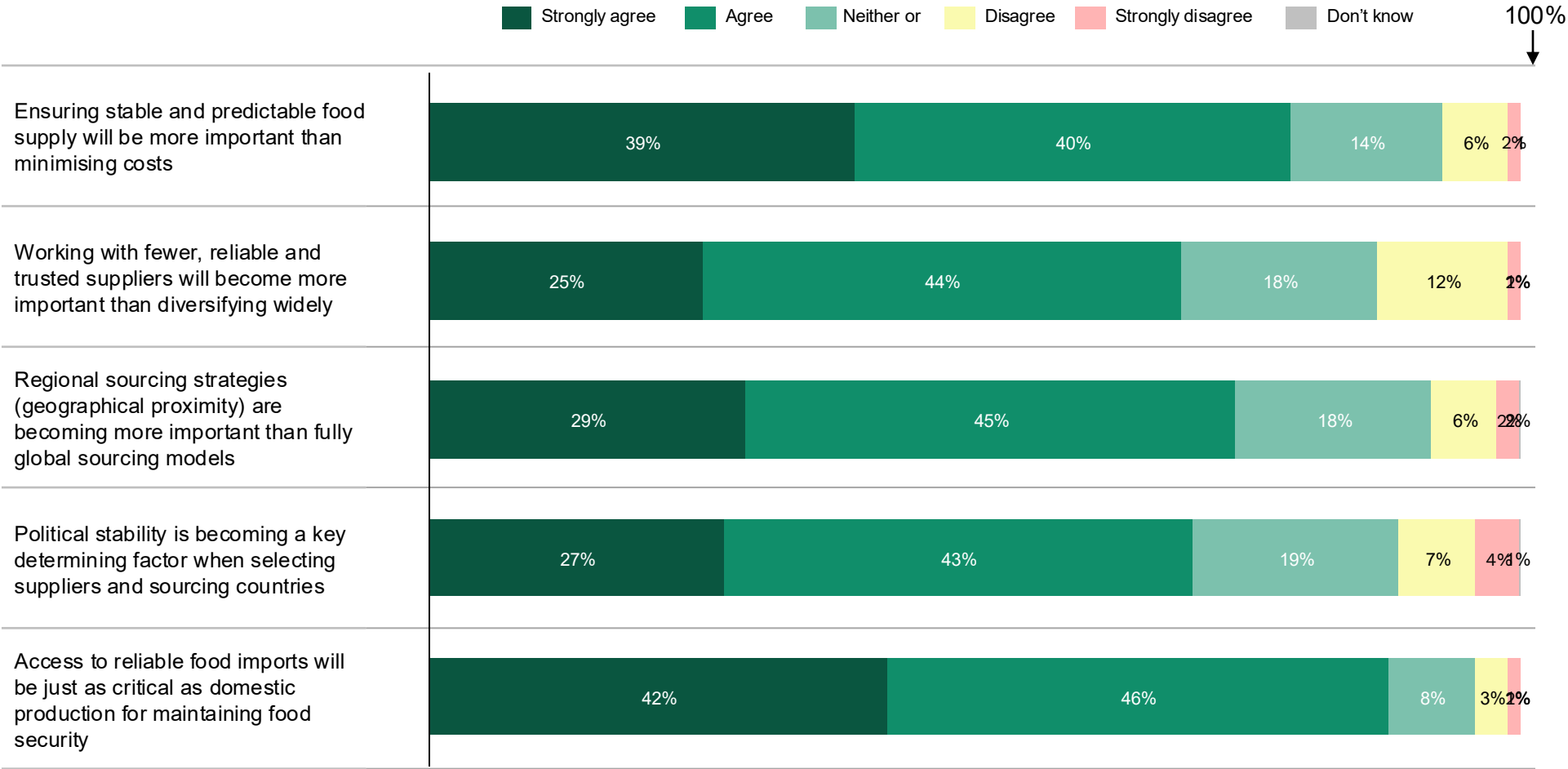
To which extent do you agree or disagree with the following statements?

Base: Japanese respondents (200)

It is clear that Japanese decision-makers are actively derisking their operations to accommodate the new world we live in, with 88% agreeing that access to reliable food imports will be just as critical as domestic production for maintaining food security.

At the same time, 79% prioritise a stable and predictable food supply over achieving the lowest possible price, while 74% see regional sourcing strategies as becoming more important than fully globalised models.

Moreover, 70% consider political stability a key factor when selecting suppliers and sourcing countries, while 69% expect fewer, reliable, and trusted suppliers to become more important than broad diversification.



For UK decision-makers, political stability is becoming a key determining factor when selecting suppliers and sourcing countries



To which extent do you agree or disagree with the following statements?

Base: UK respondents (200)

It is becoming clear that a political stability is now a key determining factor for businesses when selecting suppliers and sourcing countries – 77% of UK decision-makers either ‘Agree’ or ‘Strongly agree’ to this.

At the same time, 83% agree that ensuring a stable and predictable food supply will be more important than minimising costs. The same share agree that access to reliable food imports will be just as critical as domestic production for maintaining food security.

81% see regional sourcing strategies as becoming more important than fully globalised models, while 69% believe that consolidating with fewer, more trusted suppliers is a more critical strategy than wide diversification.



How B2B decision-makers perceive Food Security in the agriculture and food sector in Denmark

Strong recognition of Denmark's food security strengths across markets



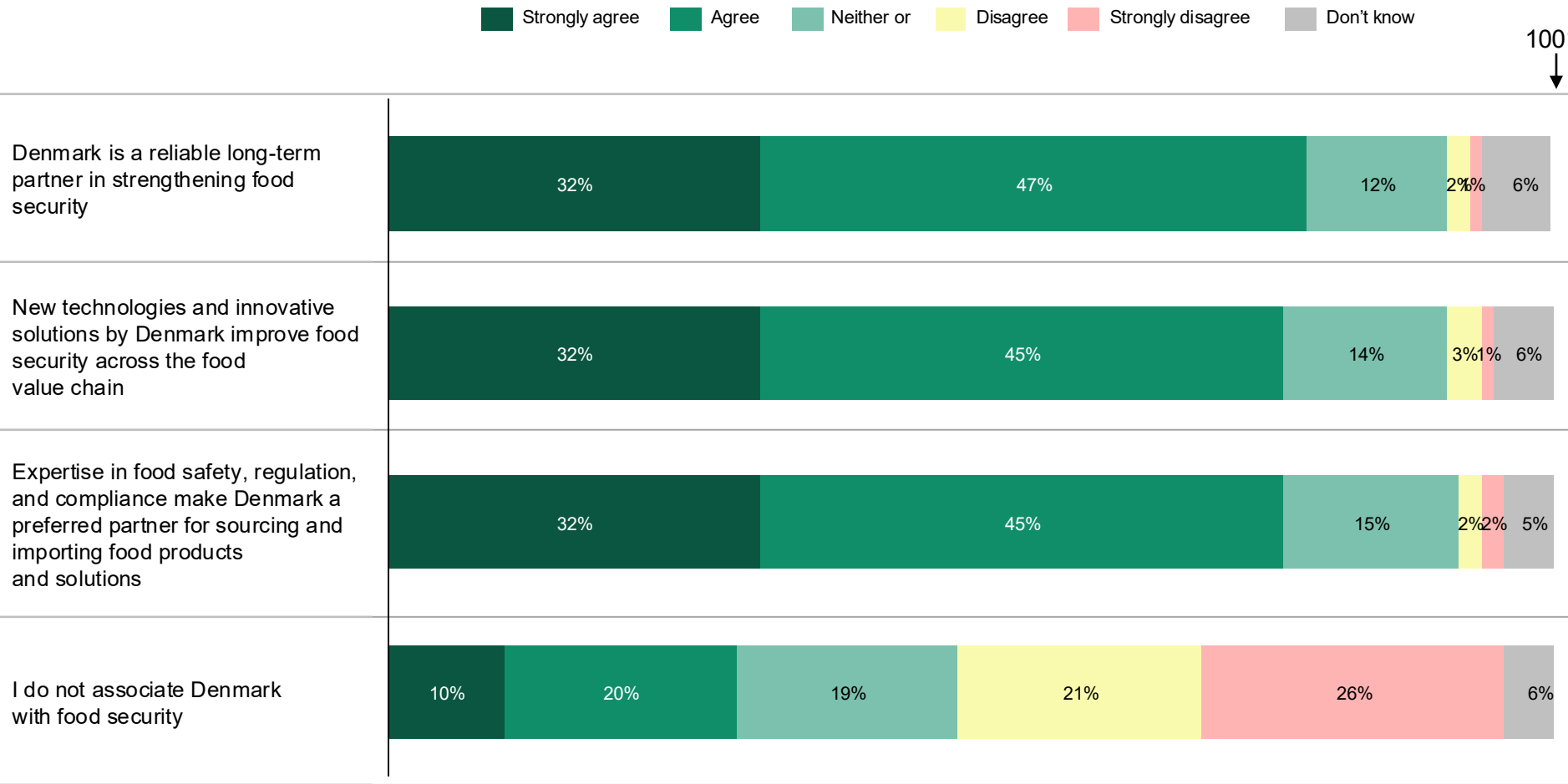
To which extent do you agree or disagree with the following statements?

Base: All respondents (200 Japan & 200 UK)

For many decision-makers, Denmark is seen as a reliable long-term partner capable of ensuring stability in an unpredictable world.

First, new technologies and innovative solutions from Denmark are recognised for improving food security across the entire value chain. Second, Denmark's deep expertise in food safety, regulation and compliance makes Denmark a preferred and trusted partner for sourcing and importing food products.

However, despite these proven strengths, 30% of respondents still do not associate Denmark with food security. This highlights an opportunity to strengthen the link between Denmark's recognised capabilities and its food security market position.



Japanese decision-makers see Denmark as a preferred partner due to expertise in food safety, regulation and compliance



To which extent do you agree or disagree with the following statements?

Base: Japanese respondents (200)

Strongly agree Agree Neither or Disagree Strongly disagree Don't know

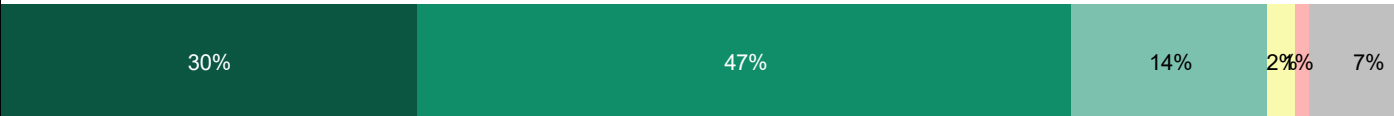
100%
↓

79% of Japanese decision-makers either 'Agree' or 'Strongly agree' that Denmark's expertise in food safety, regulation and compliance makes Denmark a preferred partner for sourcing and importing food products and solutions.

Moreover, the same share either 'Agree' or 'Strongly agree' that Danish technologies and innovative solutions improve food security across the value chain, while 77% see Denmark as a reliable long-term partner in strengthening food security.

However, 26% do not associate Denmark with food security.

Denmark is a reliable long-term partner in strengthening food security



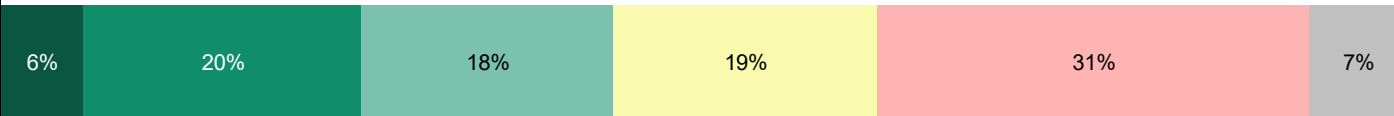
New technologies and innovative solutions by Denmark improve food security across the food value chain



Expertise in food safety, regulation, and compliance make Denmark a preferred partner for sourcing and importing food products and solutions



I do not associate Denmark with food security



UK decision-makers see Denmark as a reliable long-term partner in strengthening food security



To which extent do you agree or disagree with the following statements?

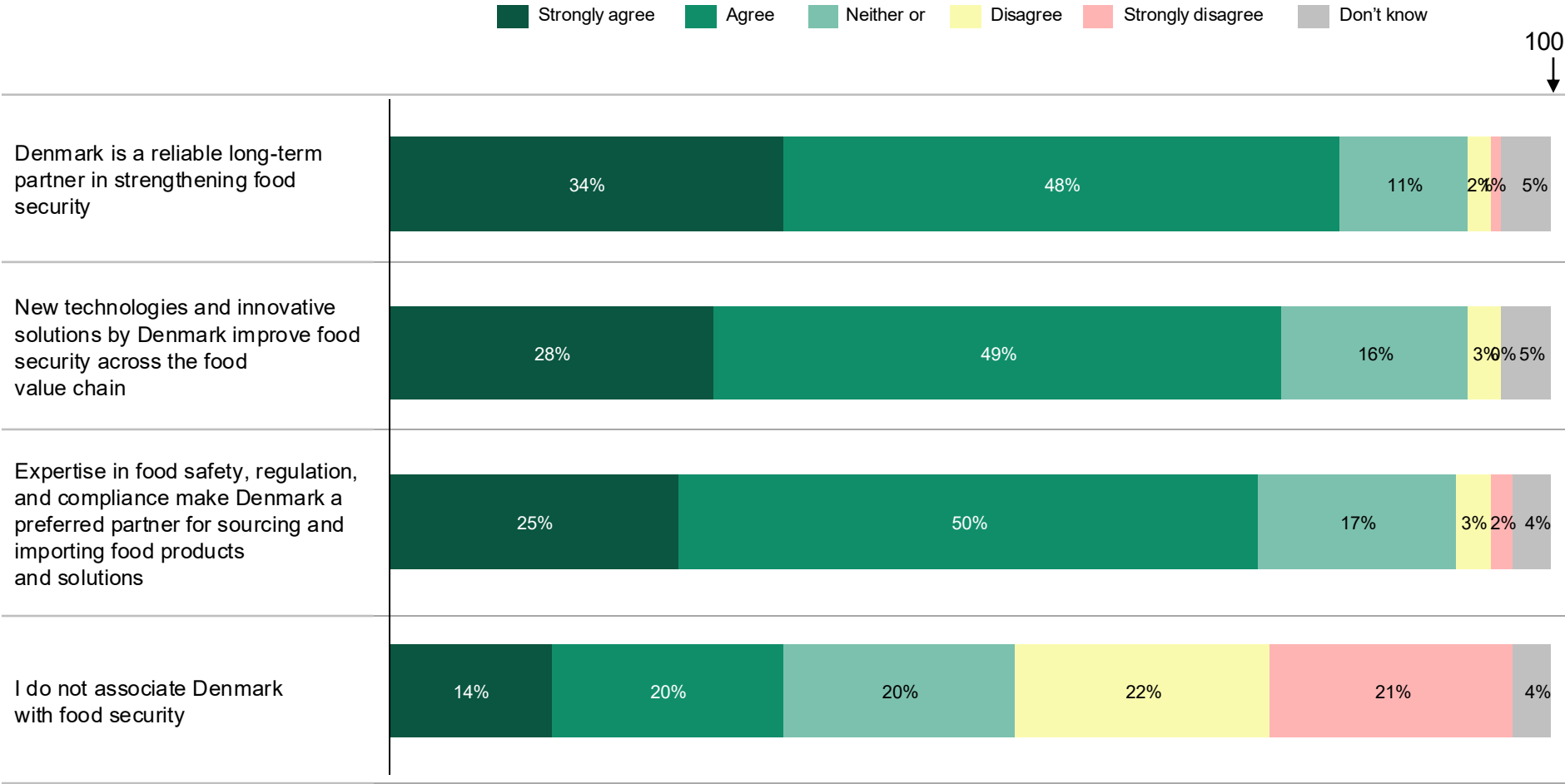
Base: UK respondents (200)

82% of the UK decision-makers either 'Agree' or 'Strongly agree' that Denmark is a reliable long-term partner in strengthening food security.

77% believe that new technologies and innovative solutions by Denmark improve food security across the food value chain.

75% either 'Agree' or 'Strongly agree' that expertise in food safety, regulation and compliance make Denmark a preferred partner for sourcing and importing food products and solutions.

However, 34% do not associate Denmark with food security.



**How B2B decision-makers
navigates Health
in the agriculture and food
sector overall**

The complexity of health in the agriculture and food sector



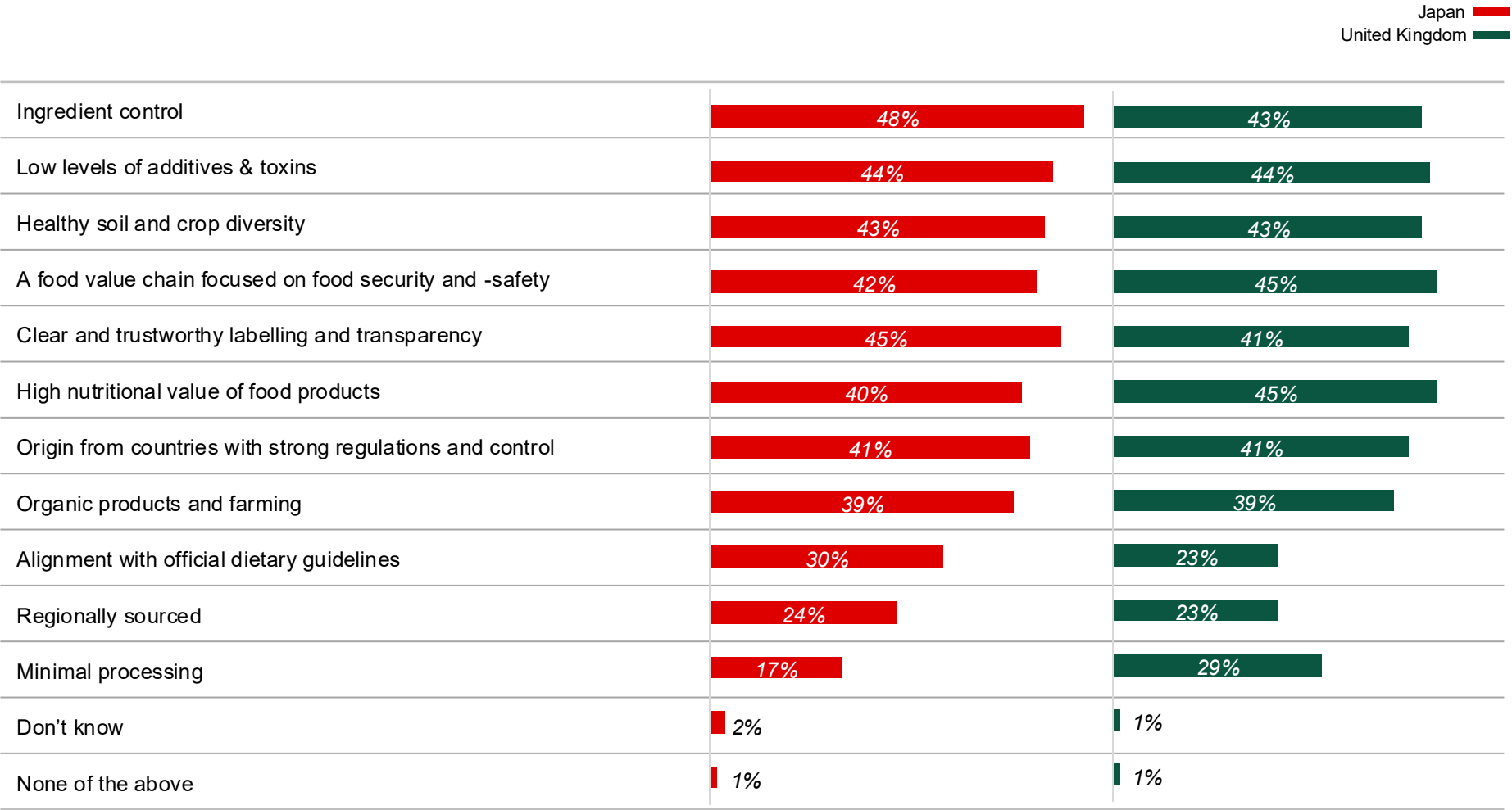
Which of the following is primarily associated with health, both in terms of products and solutions related to the agriculture and food sector?

Base: All respondents (200 Japan & 200 UK)

It is clear that 'Health' is a powerful and positive attribute, but it is not a single, well-defined attribute.

The data shows that in the food and agriculture sector, 'Health' is complex, and therefore requires several different attributes to be described. This makes it a somewhat difficult and nuanced term to communicate, as there is no single, universally understood definition.

This means that for a product or supplier to be perceived as 'Healthy,' it needs to build trust across the entire value chain. This applies not only to the final product, but also how it is produced, controlled, documented and communicated.



Health depends on the entire value chain - and strongly relies on innovation, technology and regulatory standards



To which extent do you agree or disagree with the following statements?

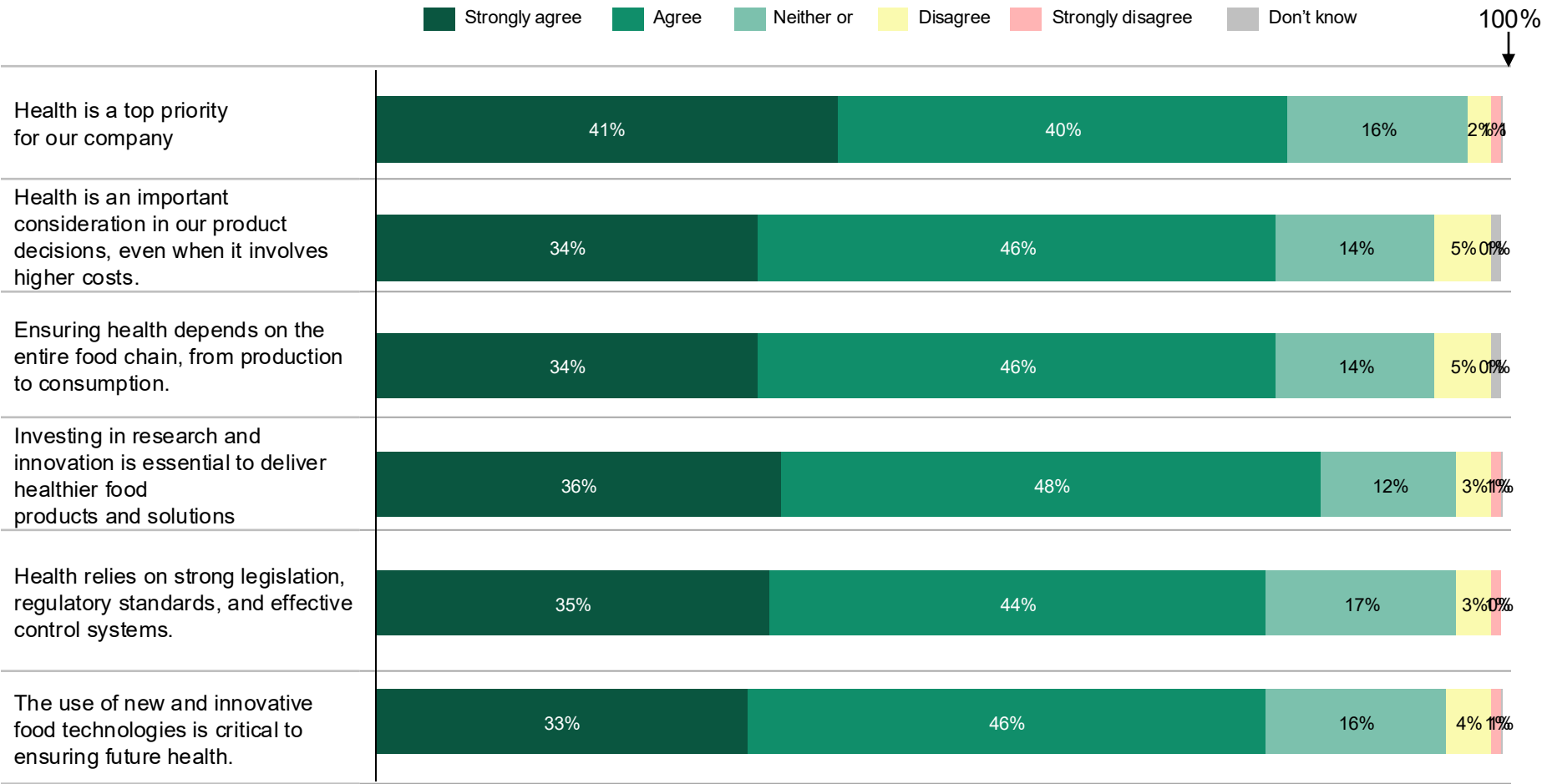
Base: All respondents (200 Japan & 200 UK)

For a significant segment of the market, 'Health' is a core business principle that guides strategic decisions and operational priorities.

Furthermore, there is an understanding that health depends on the integrity of the entire food chain, from responsible production practices at the source to final consumption.

The majority of decision-makers across both markets believe that businesses need to demonstrate rigorous compliance to earn trust, 79% say health relies on strong legislation, regulatory standards and effective control systems, while 84% see research and innovation as essential to delivering healthier food products and solutions.

This holistic perspective shows a commitment to ensuring health across the entire value chain.



Japanese decision-makers sees the need for investing in research and innovation to ensure healthier food products and solutions



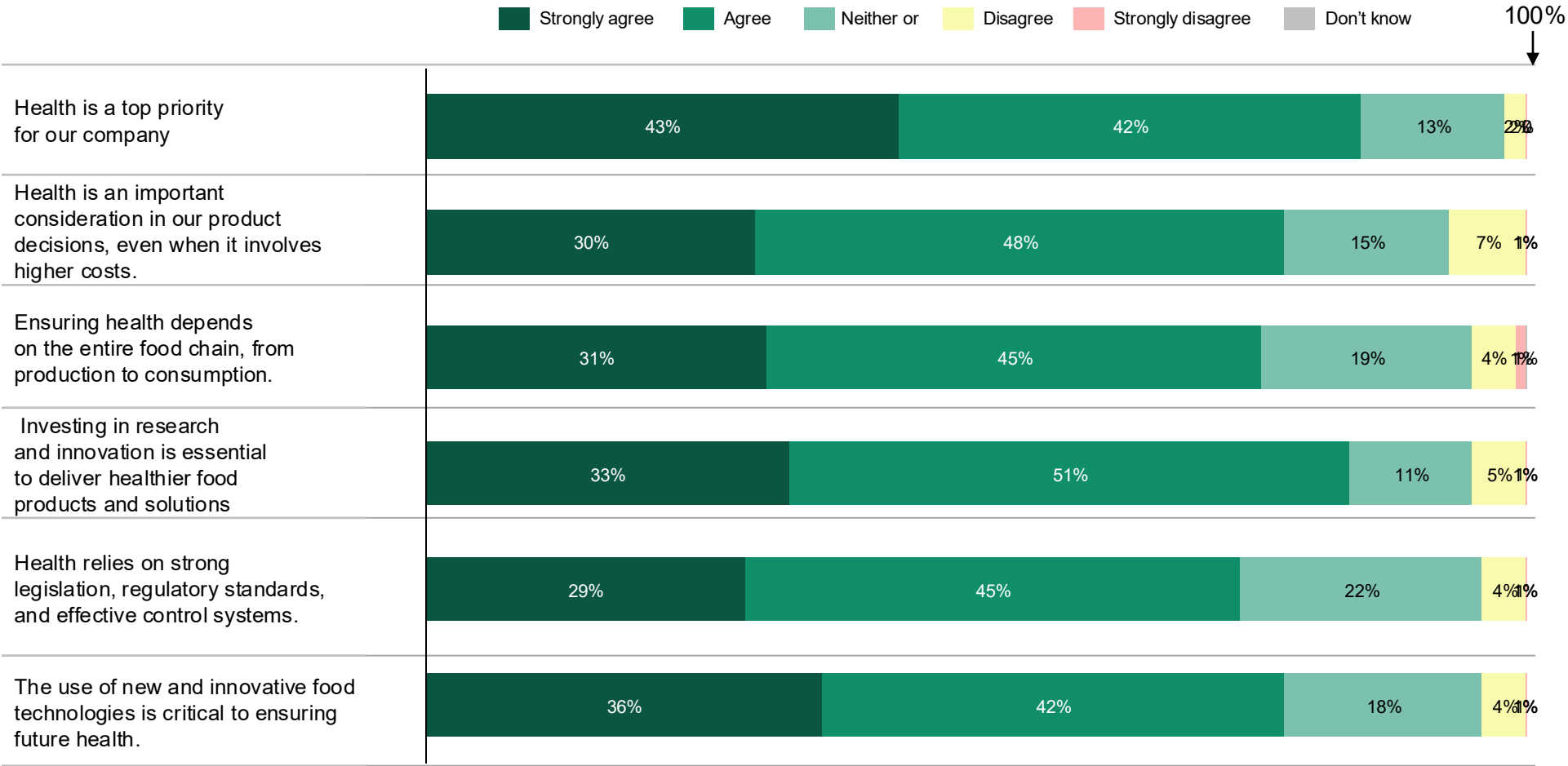
To which extent do you agree or disagree with the following statements?

Base: Japanese respondents (200)

Japanese decision-makers see the need and importance of investing in research and innovation to ensure healthier food products and solutions, as 84% either 'Agree' or 'Strongly agree'.

Moreover, 78% believe that health is an important consideration in product decisions, even when it involves higher costs.

As such, for 85% of Japanese decision-makers, health is a top priority for their company.



UK decision makers widely recognises that health depends on the entire value chain



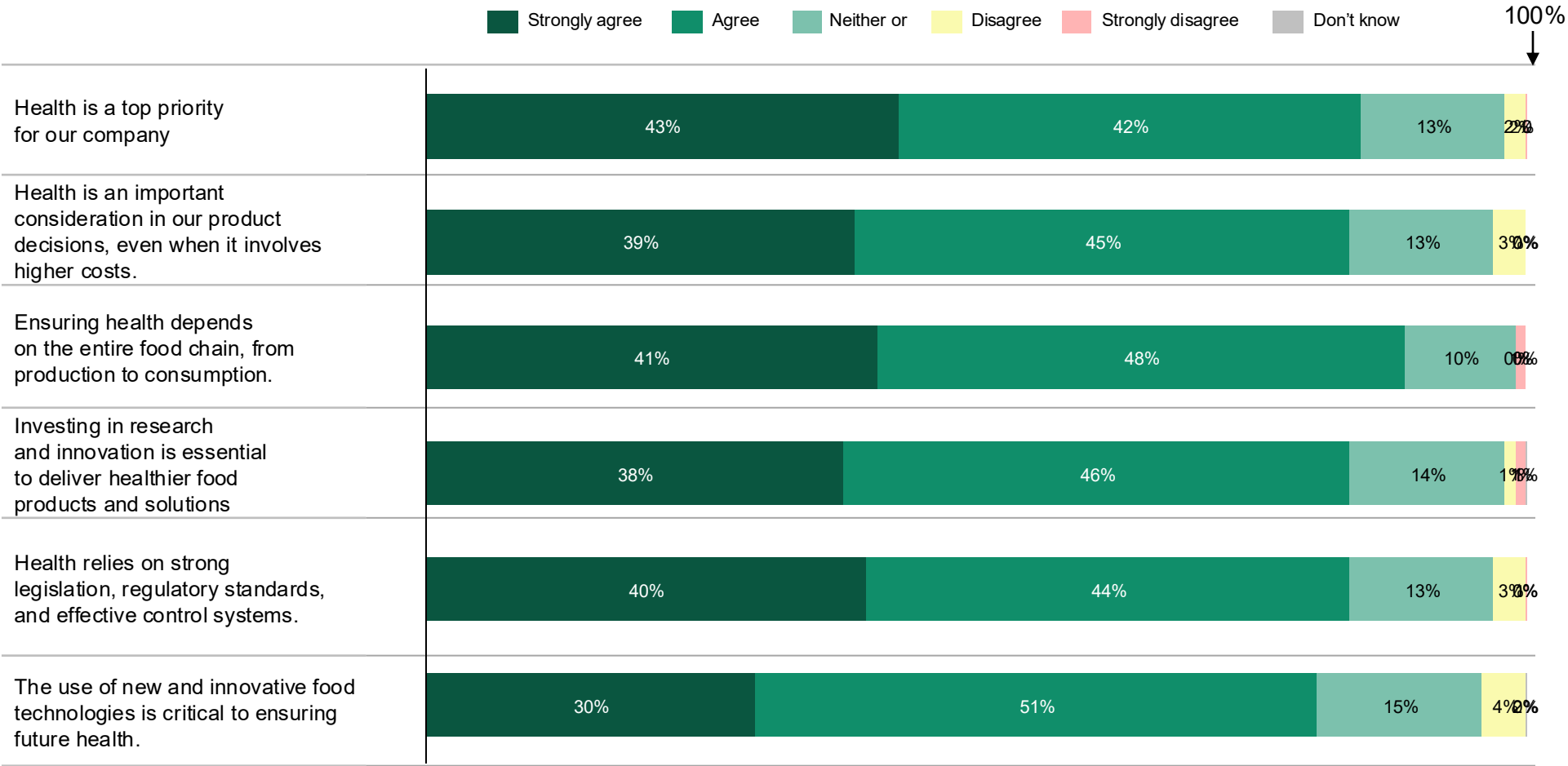
To which extent do you agree or disagree with the following statements?

Base: UK respondents (200)

UK decision-makers recognise that health depends on the entire food chain, from production to consumption, as 89% either 'Agree' or 'Strongly agree'.

Moreover, 84% believes that health relies on strong legislation, regulatory standards, and effective control systems.

UK decision-makers moreover widely recognise that the use of new and innovative food technologies is critical to ensuring future health, as 81% either 'Agree' or 'Strongly agree'.



How B2B decision-makers perceive Health in the agriculture and food sector in Denmark

Denmark's leading role in healthy food is supported by an integrated 'farm-to-fork'-approach



To which extent do you agree or disagree with the following statements?

Base: All respondents (200 Japan & 200 UK)

Denmark's leading role in healthy food is based on a combination of an integrated 'farm-to-fork' approach with its role as a hub for food innovation. As a result, Denmark is well-positioned to meet demands for healthy and transparent food and services.

75% of decision-makers link Denmark's regulation and control to the creation of healthier products, while 73% see Denmark as a hub for food innovation and new technologies that support healthier lifestyles.

However, a significant amount of 38% does not associate 'Health' with Danish products and solutions.

As such, perceptions of Denmark in relation to health are split, revealing an opportunity to make Denmark's health strengths and proposition in both markets stronger.



Japanese decision-makers recognise Denmark for its integrated approach to health



To which extent do you agree or disagree with the following statements?

Base: Japanese respondents (200)

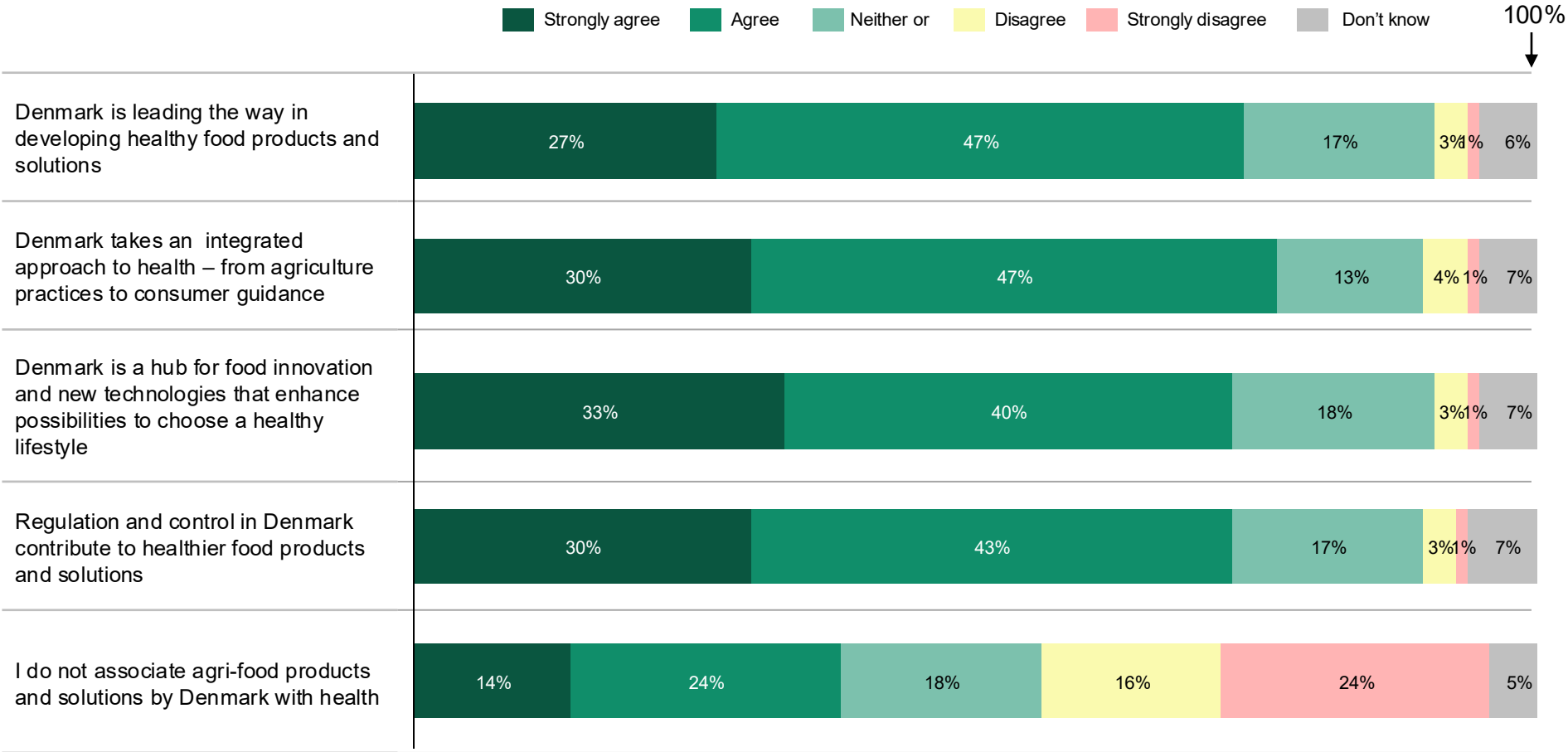
77% of Japanese decision-makers recognises Denmark’s integrated approach to health – from agriculture practices to consumer guidance.

At the same time, 74% say that Denmark is leading the way in developing healthy food products and solutions.

73% says that Denmark is a hub for food innovation and new technologies that enhances possibilities to choose healthy lifestyle.

73% believe that regulation and control in Denmark contribute to healthier food products and solutions.

However, 38% do not associate agri-food products and solutions by Denmark with health.



For UK decision-makers, regulation and control in Denmark contribute to healthier food products and solutions



To which extent do you agree or disagree with the following statements?

Base: UK respondents (200)

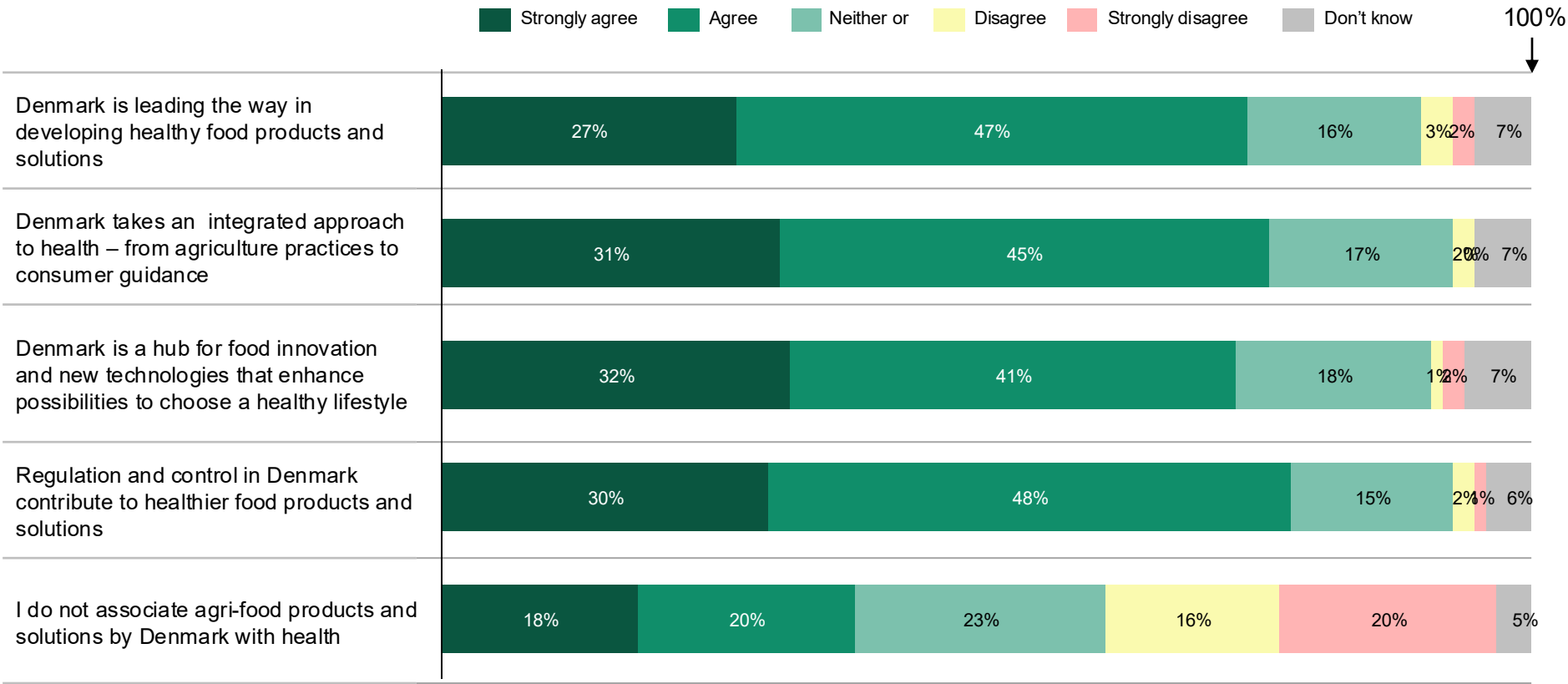
78% of UK decision-makers either 'Agree' or 'Strongly agree' that regulation and control in Denmark contribute to healthier food products and solutions.

At the same time, 76% recognises Denmark's integrated approach to health – from agriculture practices to consumer guidance.

74% says that Denmark is leading the way in developing healthy food products and solutions.

73% says that Denmark is a hub for food innovation and new technologies that enhances possibilities to choose healthy lifestyle.

However, 38% do not associate agri-food products and solutions by Denmark with health.



Key recommendations and business opportunities

This analysis presents a series of recommendations and business opportunities for Danish export and export-ready companies in Japan and UK.

Each of these highlights how exports from the food and agriculture sector can be strengthened by increasing awareness of Denmark as a leading food and agriculture nation. The five most important points are summarized to the right.

SCAN TO EXPLORE
Denmark's Strongholds



Build on Denmark's position in food security and health

Although Danish products and solutions are generally well regarded, awareness remains uneven. A significant number of decision-makers do not yet associate Denmark with food security or health, highlighting an opportunity to strengthen this connection. Danish companies can strengthen their position by linking Denmark's national brand and its recognised strengths in quality, trust, food safety, regulation and innovation more clearly to food security, reliable supply and healthier food products and solutions.



Highlight the long-term value of stability and reliability

Stable and predictable supply is becoming a strategic priority, with 80% of decision-makers placing it above minimising costs. With Denmark already recognised as a reliable long-term partner, Danish companies can reinforce this position by showing how dependable supply, innovation and strong regulatory expertise can reduce risk and support food security across the value chain to create long-term customer value.



Showcase Danish strengths in quality, food safety and regulation

Denmark is strongly associated with quality, trustworthiness and food safety, while expertise in regulation, control and compliance supports its position as a preferred sourcing partner. Danish companies can use these strengths to demonstrate safe, transparent and consistently high-quality production.



Capitalise on Denmark's innovation strengths in food security and health

To position Danish companies as preferred partners a way forward is to build on the strong recognition and perception of Danish technologies and innovative solutions. These strongholds can be directly linked to improve food security across the value chain and support healthier food products and solutions.



Understand and adapt to local market priorities

Both Japanese and UK decision-makers prioritise fair prices, food security and food safety, but important differences remain. Japanese decision-makers place particular emphasis on quality, regulation and innovation, while UK decision-makers highlight transparency, political stability and a whole-value-chain approach to health. Danish companies are well placed to adapt their proof points and communication accordingly.



**Solutions of tomorrow
By Denmark**

Food Nation

Vesterbrogade 1L, 4th floor
1620 Copenhagen V

www.foodnationdenmark.com

FREE MARKETING MATERIALS & TOOLS

Food Nation provides Danish companies with insights and marketing materials to support their export journey. Follow the QR code or the link below to access:

- Previous Insight Reports
- Published white papers on food export
- Fact sheets and industry facts
- On-demand webinars



<https://foodnationdenmark.com/toolbox/>

