



Growth
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Knowledge

Consumer Product Categories: Request form

This file contains information on the consumer categories available to select from the 'All-articles' files. The products have been split into smaller categories, but these are merely for easier scanning of the file and are not intended to be used as a delineation for categories for a research purpose.

Food Products

Category Name	Description	Page Number
Fruit and vegetables	Includes fresh, frozen, and canned fruit and veg products including fruit juice	2
Eggs, dairy, and margarine	Includes all the dairy and egg products, including margarine/butter alternatives	2
Bread, cakes, and baking	Includes all the bread categories including baking products such as flour, and cookies.	2
Meats and fish	Includes all meat products	3
Dry foods, snacks, and preserves	Includes dry foods such as rice, pasta, nuts, and crisps	3
Sauces, spices, and oil	Includes salad dressings, dry spices, spice mixes, and condiments	4
Convenience products	Includes premade products such as ready meals, salad mixes, soup, and pasta sauces etc	4
Tea and coffee	Includes instant coffee, chocolate powder, coffee beans and teas	4
Sweet products and dessert	Includes chocolate, sweets, honey, sugar, and desserts	4
Beer, spirits, and alcohol (incl soft drinks)	Includes soft drinks, energy drinks, wine, beer, and spirits	5
Miscellaneous food products	Includes various food products and specialty products	5

Non-Food Products

Category Name	Description	Page Number
Household and cleaning products	Includes household products such as candles, washing powders, dishwashing aids and toilet roll etc	6
Health and body care products	Includes all body products such as cosmetics, health supplements, shower gels, and shampoos	6
Babies and children	Includes toys, baby food, and diapers	7
Stationery and entertainment	Includes magazines, CDs, DVDs, cigarettes, and lottery tickets	7
Pet products	Pet food, toys, and accessories	7
Miscellaneous	Product categories which are unique	8

Food (mad)

Fruit and vegetables (incl fruit juice):

Category code	Category Name (DK)	Category Name (EN)	Description
046	Frugt	Fruit	Fresh fruit products such as apples, oranges and tomatoes
126	Frugtpålæg/Frugtsnack	Fruit Spreads and snacks	Fruit products such as raisins, dates, banana chips etc
067	Frugtsaft	Fruit Juice	Fruit juice and cordial
047	Grøntsager	Vegetables	Fresh vegetables such as broccoli, potatoes and mushrooms
032	Grøntsager dybfrost	Frozen vegetables	Frozen vegetables packets such as peas, mixed veg, and wok packs
041	Juice	Juice	Juice products such as bottles of orange juice and multipacks of juice cartons
127	Konserves Frugt & Grønt	Canned fruits and vegetables	Canned fruit and vegetables such as beans, corn, jars of olives, and sundried tomatoes
030	Marmelade	Marmalade and jam	Fruit conserves such as marmalade, jam, and chutney

Eggs, dairy and margarine:

Category code	Category Name (DK)	Category Name (EN)	Description
006	Æg	Eggs	Eggs and egg products
005	Dessertost	Specialty Cheeses	Various cheese items such as brie, feta, and smoked cheese
107	Fløde	Cream	Cartons of cream
022	Is	Icecream	Ice-cream and frozen dessert products
007	Mælk	Milk	Milk products including koldskål and chocolate milk
002	Margarine	Margarine	Spreadable margarine products
013	Mejerisnack	Dairy snacks	Cheese and dairy snacks such as cheese sticks and dippers
033	Ost i skiver/stk	Sliced cheese	Packs of sliced cheese
001	Smør og Blandingsprodukter	Butter and butter alternatives	Butter and butter alternative spreads.
008	Surmælksprodukter	Sour milk products	Sour milk products including yogurts, crème fraîche, and buttermilk.

Bread, cakes, and baking:

Category code	Category Name (DK)	Category Name (EN)	Description
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010	Hvedebrød	Wheat bread	Bread products such as buns, ciabatta, garlic bread loaves, pita etc
120	Kagemix og Brødblandinger	Cake and bread mixes	Pre-made cake and bread mixes such as chocolate cake mix or a brownie making kit
016	Knækbrød	Crisp Bread	Crisp bread products
026	Koldprodukter og Butterdej	Cakes and cookies	Cold products and puff pastry's, but largely includes cakes such as muffins, macaroons and cupcakes
020	Mel	Flour	Flour for cooking and baking
011	Pizza	Pizza	Fresh and frozen pizzas and pizza bases
009	Rugbrød	Rye bread	Packs of rye bread
034	Skærekager og Roulader	Cakes and roulades	Cakes and roulade products
028	Småkager	Cookies	Cookies and biscuit products
134	Wienerbrød	Pastries	Danish pastry's and sweet products

Meats and Fish

Category code	Category Name (DK)	Category Name (EN)	Description
055	Fisk og Skaldyr	Fish and shellfish	Fresh and frozen fish products
024	Fiskekonserver	Canned fish	Canned fish products
052	Kød ej. Fisk og fjerkræ	Meat (not fish or poultry)	Meat products such as beef, pork, and lamb
054	Kødpålæg	Meat cold cuts	Cold meats such as slices of ham, chicken, and salami
031	Kylling og Fjerkræ	Chicken and poultry	Chicken and poultry products
048	Leverpostej	Liver pâté	Liver pâté products
049	Pate and Bacon	Bacon and pate	Packs of bacon and pate products
053	Pølser	Sausages	Sausage products, e.g., for hotdogs

Dry foods, snacks, and preserves:

Category code	Category Name (DK)	Category Name (EN)	Description
128	Korn&Kerner, Nødder m.m.	Grains, seeds, and nuts	Packs of grains, seeds, and nuts
121	Ris	Rice	Rice grains and premade rice packs
023	Bisquits og Kiks	Biscuits and crackers	Biscuits, crackers and crisp breads
027	Bouillion	Stock	Food stock products
021	Cerealier	Cereals	Breakfast cereals, granola, and muesli
004	Chips og Snacks	Potato chips and snacks	Potato chips, crisps, nuts, and other snacks
102	Ris snacks	Rice snacks	Rice chips and snacks
035	Spaghetti	Pasta	Dried pasta products such as spaghetti, Fettuccine etc

125	Survarer konserver	Preserves	Jars and cans of pickled foods
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Sauces, Spices and oil:

Category code	Category Name (DK)	Category Name (EN)	Description
039	Ketchup og Pure	Tomato ketchup and puree	Various ketchups and tomato purees, including passata and tomato based pasta sauces
137	Krydderier	Spices	Dried spices such as cinnamon, chilli, basil, and nutmeg
050	Mad og Spiseolie	Food and cooking oils	Food and cooking oils such as olive oil, frying oil, and sesame oil
051	Salatdressing	Salad dressing and sauces	Salad dressings such as vinaigrettes, ceaser dressing, aioli etc
037	Sauce- og Kryddermix	Sauce and spice mix	Sauces and pre-mixed spices, e.g., holiday dip mix, taco spice mix, BBQ sauce etc
139	Sennep	Mustard	Various mustard products

Convenience products

Category code	Category Name (DK)	Category Name (EN)	Description
110	Færdigretter	Ready meals	Pre-made convenience products and ready meals
110	Middagsretter på dåse	Canned food products	Jars and cans of dinner products such as pasta sauces, spaghetti hoops, meatballs
149	Pålægssalater	Cold cuts salad	Cold salad products such as egg salad, potato salad etc
025	Suppe	Soup	Pre-made soup mixes
156	Asiatisk og Mexicansk mad	Asian and Mexican food	Food products specific to Asian and Mexican cuisines
056	Pasta- og Risretter	Pasta and rice dishes	Noodles, pasta, rice, and their sauce products including sushi making kits

Tea and Coffee

Category code	Category Name (DK)	Category Name (EN)	Description
012	Instant kaffe og kakao	Instant Coffee and chocolate	Instant coffee and chocolate powder for hot chocolate
018	Is the	Ice-tea	Bottles and boxes of ice-tea (soft drink)
015	Kaffe	Coffee	Non-instant coffee products such as coffee beans and powder
017	The	Tea	Various teas and teabags

Sweet products and Desserts

Category code	Category Name (DK)	Category Name (EN)	Description
022	Is	Icecream	Ice-cream and frozen dessert products

105	Chokolade	Chocolate	Chocolate bars and sweets (e.g., toffee)
108	Kølede deserver	Cold desserts	Cold desserts such as icecreams, cheesecakes, and mousse
106	Marcipan og Nougat	Marzipan and nougat	Marzipan and nougat products for snacks and baking
038	Pålæg- og Smørechokolade	Chocolate spread and toppings	Sliced chocolate toppings and spreads such as Nutella for bread
117	Pastiller	Sweets and lozenges	Candies such as mints, tic tacs, wine gums, and liquorice. Tend to be hard sweets.
116	Slik	Sweets and Candy	Sweeties, lollipops, and candy products
019	Sukker, Honning & Sirup	Sugar, honey, and syrup	Sugary products such as honey and syrups, as well as bags of sugar
118	Tyggegummi	Chewing gum	Packs of chewing gum and bubble gum

Beer, spirits, and alcohol (incl soft drinks)

Category code	Category Name (DK)	Category Name (EN)	Description
040	Bordvin	Wine	Bottles and boxes of wine
044	Hedvin	Spirits	Bottles of spirits such as rum, whisky, gin, and port
069	Læskedrik	Soft drinks	Sports, energy, and fizzy drinks
082	Kildevand	Spring Water	Still and sparkling water
043	Øl	Beer	Cans and bottles of beer
042	Sodavand	Sodas /soft drinks	Non-alcoholic fizzy drinks such as cola and lemonade

Miscellaneous food products

Category code	Category Name (DK)	Category Name (EN)	Description
129	Food Diverse	Diverse food products	A various array of food products from puff pastry, to bakery products, to Tarteletter

Non-Food Products

Household and cleaning products:

Category code	Category Name (DK)	Category Name (EN)	Description
059	Afkalkningsmidler	Descaling agents	Cleaning products to remove limescale (calcium) from metal objects
080	Blomster	Flowers	Flowers, plants, and plant pots.
113	Batterier	Batteries	Battery products
163	Husholdning Diverse	Diverse household products	Various household products such as candles, tissues, scented sticks, baking paper, tin foil etc
065	Køkkenruller	Kitchen rolls	Packs of kitchen roll/ paper
064	Toiletpapir	Toilet paper	Packs of toilet paper
109	Luftfriskere	Air freshener	Air freshener sprays such as Airwick
061	Opvaskemidler	Dishwashing products	Washing up liquid and dishwashing tablets
111	Papirlommetørklæder	Paper tissues	Pocket tissues such as Kleenex
062	Rengøringsmidler	Detergents	General cleaning agents
161	Salt og Afspænding	Salt and rinse aid	Salt and rinse aid for the dishwasher
060	Skyllemidler	Fabric softener	Clothes washing conditioner
063	Vaskepulver	Washing powder	Clothes washing powder and soap
166	Vedligeholdelse	Maintenance	General maintenance products
162	WC blokke	Toilet cleaner	Cleaning tablets to be placed in the toilet

Health and Body care products

Category code	Category Name (DK)	Category Name (EN)	Description
119	Barberskraber og blade	Razors and blades	Razors and shaving products
076	Tandpasta	Toothpaste	Toothpaste and mouth wash
172	Tandbørster. -tråd og -stikker	Toothbrush and dental products	Tooth brushes, teeth floss, tooth picks etc
070	Body- og Skumbad	Body wash	Body washes, scrubs, and lotions
087	Deodoranter	Deodorant	Deodorants and body sprays
187	Gaveæsker	Gift boxes	Gift products such as perfume sets, body wash sets, etc (mostly body products)
071	Hånd- og Toiletsæbe	Hands and toilet soap	Hand washing products
091	Håndkøbsmedicin	Over the counter medicines	Medical products which can be bought without prescription, such as paracetamol
079	Hårbalsam	Hair conditioner	Hair conditioner and remedy masks
089	Hårfarve og Toning	Hair colouring and toning	Hair dyes for colour and toning
073	Hårshampoo	Hair Shampoo	Hair cleaning and shampoo products
077	Hårstyling	Hair styling	Hair styling products such as gels and hairspray

088	Hudplejeprodukter	Skin care products	Various skin creams such as fake tan, body lotion, and anti-aging cream
081	Kosmetik	Cosmetics	Make-up and cosmetic products such as lipsticks and mascara
093	Kosttilskud	Dietary supplements	Health and fitness food products such as protein shakes, energy bars, and weight loss tablets
066	Menstruations midler	Female sanitary products	Female menstruation products such as sanitary pads and tampons
086	Naturlægemidler	Herbal remedies	Herbal health products such as fish oil tablets, Echinacea, and protasan
164	Personlig Diverse	Personal miscellaneous	Various personal products such as aftershave, hand spirit, facewipes etc
090	Vitaminer	Vitamins	Vitamin supplement products

Baby and Children's Products

Category code	Category Name (DK)	Category Name (EN)	Description
112	Bleer	Diapers / Nappies	Disposable diapers and nappies
136	Babymad- /Mælk	Baby food and milk	Food and milk products for babies
092	Legetøj	Toys	Toys for children including Lego

Stationary and entertainment

Category code	Category Name (DK)	Category Name (EN)	Description
068	Blade og Magasiner	Magazines	Paper magazines and brochures
199	CDer, Beklædning m.m.	CDs, clothing, and other products	A random mix of miscellaneous products ranging from clothes and CDs to hairbrushes, and books.
085	DVD film	DVDs and VHS	Films on DVD and video (vhs)
150	Tips, Lotto & Skrabespil	Lottery tickets & scratch cards	Scratch cards and lottery tickets

Pet Products

Category code	Category Name (DK)	Category Name (EN)	Description
115	Hundemad	Dog food	Dog food products including dry food, tinned food, and biscuits
165	Dyremad & Tilbehør	Pet food and accessories	Pet products including food, toys, and accessories
114	Kattemad	Cat food	Cat food products including dry food, tinned food, and treats

Miscellaneous products

Category code	Category Name (DK)	Category Name (EN)	Description
199	CDer, Beklæding m.m.	CDs, clothing, and other products	A random mix of miscellaneous products ranging from clothes and CDs to hairbrushes, and books.
135	Cigaretter	Cigarettes	Cigarettes and smoking products
099	Dagligvare- og Specialvarehandlen	Grocery and specialty stores	Specialty goods purchased in specialty stores (e.g., a local butcher or deli)
187	Gaveæsker	Gift boxes	Gift products such as perfume sets, body wash sets, etc (mostly body products)
0	Skrald	Garbage	Products missing much of their product information such as brand and category etc
999	Ukendt	Unknown	Various products without a category
098	Bukser	Pants / trousers	Trousers and pants such as Calvin Klein, Levi, Boss etc.

Data request notes:

When requesting data, please state clearly the category name and category code of all fields you are interested in. Please also include any extra details you feel may be necessary. The best way to get your data in a timely matter is to be clear about what you would like, including stating the timeframe you are interested in.