

# Shape your 2026 Christmas shelf.

5 consumer insights for  
Scandinavian supermarkets



# Intro

Christmas is the heartbeat of the Scandinavian year, and that part stays steady. What surrounds it is constantly evolving. Five consumer insights are shaping the supermarket shopping cart this Christmas across Scandinavia, with one festive note running through all five: shoppers want their favourites, just better made, more beautiful, and worth sharing.



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Shoppers want their favorites: Just better made, more beautiful, and worth sharing.

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# 1. Newstalgia classics, with a twist

Nostalgia is the dominant theme in '26 food trends, and the win sits in the twist [1]. Across European Christmas baking, classic recipes are gaining richer, earthier and tangier notes. Anise, rosemary and lemon zest now appear in cookies and cakes that traditionally lean simple.

Across Scandinavia, the upgrade is already on shelf: festive Christmas bread with citrus zest, spice cookies with smoky notes, pickled herring in newer profiles, glögg with richer aromatics. Premium private label is leading the move. The classics keep their place; everything around them sharpens up.

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## 2. Elevated comfort food



Familiar warmth, only better. That is where comfort food keeps winning, presented one tier up. Premium meatballs from named producers, liver pâté with provenance, sourdough rye bread from smaller bakeries, and small batch Christmas sausages and pickled herring are earning their place in Christmas trolleys.

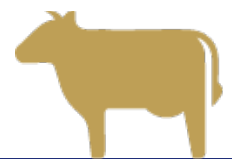
Same dishes, better sourcing, better story. Home cooking content keeps the category visible on social, and shoppers happily pay more when the wrapper tells them where it came from [2].



“ Shoppers happily pay more when the wrapper tells them where it came from. ”



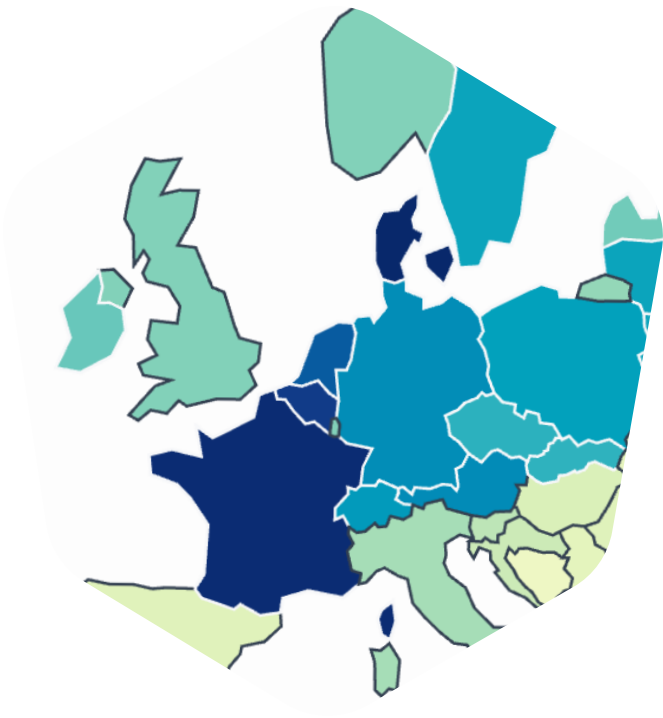
Less  
is more



### 3. Single ingredient is the new luxury

Less is more. A University of Copenhagen study published in late 2025 confirmed what shoppers already feel: the cleaner the ingredient list, the better the food works for the body [3]. Across Scandinavia, this conversation runs hot, and butter is the archetypal example. Sourdough rye bread, named producer cheese and full fat dairy ride that same wave.

# 4. Butter is back



Butter is having a global comeback, and Scandinavia is already there. Denmark has the highest per-capita butter consumption in the world, at around 6 to 8.6 kg per person per year [4], with butter holding the same daily place across Sweden and Norway. In 2024 and 2025, the global #ButterBoard hashtag pulled around 236 million TikTok views and an estimated 950 million on Instagram [5]. Pinterest named butter yellow its colour of 2025 [6]. The category is going visual, and Scandinavia is a step ahead of it.

New to the Scandinavian category, and the 2026 evolution of butter, is the sculpted 3D version. Royal VBF has been producing it in the Netherlands for decades, with 600,000+ figures sold every year and a permanent fixture on Dutch Easter and Christmas tables.



**6–8.6 kg butter**  
per person per year  
(Denmark, world's highest)



**Butter yellow**  
Pinterest colour  
of 2025



**950M views**  
Instagram  
#ButterBoard

# 5. Food and finds worth sharing



The “TikTok made me buy it” effect has reached the supermarket shelf. Around 72% of shoppers aged 18 to 27 plan their festive meals from online content, and 88% of TikTok users discover new brands there [7]. Scandinavia’s Christmas table hashtags (#julefrokost, #julbord, #julebord) carry millions of TikTok views, while #christmastable runs into the hundreds of millions globally [5].

Distinct products that photograph well drive a “run, don’t walk” pull through to the cart, and limited editions can move from a viral clip to a sold out shelf in days. The opening sits with ranges that mirror what shoppers already discover online. For this Christmas, Scandinavian shoppers want their classics back. Only better made, better looking, and most of all worth sharing.

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## About Royal VBF

Royal VBF is a Dutch dairy specialist with 150+ years of craft and a Royal predicate. We make butter and butter-dough products at our dairy in the Netherlands. Our 3D sculpted butter has sat on Dutch Christmas and Easter tables for decades, with 600,000+ figures sold every year. Now we are bringing that same craft and category know-how to Scandinavia for 2026.

## About 3D sculpted butter

3D sculpted butter is real Dutch butter, shaped into iconic seasonal figures. Same single ingredient, same Royal VBF craft, only now with the shape and shelf presence today's shoppers want. It travels well online, lifts the dairy aisle in store, and earns its place on the Christmas table. Made by Royal VBF in the Netherlands and ready for the 2026 Scandinavian supermarket shelf.

# Experience 3D sculpted butter yourself

Curious what 3D sculpted butter can do for your seasonal assortment? Book a private tasting with Rik Coset. He will walk you through the range, share what works for leading retailers in the Netherlands, and answer everything you want to know.



## Colofon

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Butter worth sharing.

# Sources

[1] Newsweek, 'Experts predict the trendiest food items for 2025: Nostalgia is back', 2024.

[2] Penn State Extension, Food Trends 2026.

[3] Cell Metabolism, University of Copenhagen randomised trial, October 2025.

[4] World Population Review 2026 and CLAL per-capita butter consumption data.

[5] TikTok and Instagram hashtag data: #ButterBoard, #julefrokost, #julebord, #julebord, #christmastable, 2024 to 2025.

[6] Pinterest Newsroom, '2025 Pinterest Palette: butter yellow', 2024.

[7] TikTok Marketing Science and Instagram Trends Report, 2024.