



**Euromonitor
International**

Soft Drinks in Denmark

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EXECUTIVE SUMMARY

Healthier and better quality preference favours off-trade value over volume growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness is reshaping soft drinks

Mixed bag for new entries

Price promotions and special deals win over consumers

WHAT'S NEXT?

Shift away from sugary products to continue

Health-orientated soft drinks to drive growth

Players to shape new launches to exploit health and wellness demand

COMPETITIVE LANDSCAPE

Royal Unibrew retains leadership but Carlsberg remains a close challenger

Local brands gain ground in a tougher environment for US counterparts

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Sustainability continues to emerge as a key success factor

COMPETITIVE LANDSCAPE

Aqua D'Or Mineral Water remains the clear leader with a wide offer

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Parents increase scrutiny of nutritional quality of liquid concentrates

WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

Orkla Foods Danmark enjoys high recognition with a strong brand portfolio

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Strong growth projected for coconut and other plant waters through alignment with consumers' health-focused preferences

COMPETITIVE LANDSCAPE

Rynkeby Foods continues to invest in the category

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[RTD Coffee in Denmark](#)

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INDUSTRY PERFORMANCE

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Both foodservice and on-the-go consumption on the rise

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COMPETITIVE LANDSCAPE

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RTD Tea in Denmark

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INDUSTRY PERFORMANCE

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Kombucha rides health and wellness trend to stimulate fast growth

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Single-serve RTD tea retains significant growth potential

COMPETITIVE LANDSCAPE

Aqua D'Or Mineral Water leads through its strength in reduced sugar still RTD tea

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Younger cohorts boost energy drinks

INDUSTRY PERFORMANCE

Loyal consumer base for energy drinks

Health and wellness trend and new launches stimulate reduced sugar energy drinks

WHAT'S NEXT?

The consumer base is set to diversify in demographic and consumption terms

New Nailed Energy offering can point the way forward for new launches

Health-orientated hybrids offer growth potential

COMPETITIVE LANDSCAPE

Wide portfolio and relaunches help Royal Unibrew extend its lead

Harboes Bryggeri develops its Nailed Energy offer to drive growth

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[Sports Drinks in Denmark](#)

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