



**Euromonitor
International**

Other Hot Drinks in Denmark

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Other Hot Drinks in Denmark - Category analysis

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2025 DEVELOPMENTS

Parents look to alternatives to chocolate-based flavoured powder drinks

INDUSTRY PERFORMANCE

Other hot drinks remains on a downward trajectory in retail volume and value sales

Strong competition to chocolate-based flavoured powder drinks

WHAT'S NEXT?

Health and wellness considerations to shape category downturn

Low investment to continue to hamper development

RTD trend to continue to hurt chocolate-based flavoured powder drinks

COMPETITIVE LANDSCAPE

Nestlé leverages popularity of Nesquik and a relatively broad brand and format portfolio to dominate the competitive landscape

Urtekram rides organic trend to gain shelf presence and post the fastest retail value sales growth

CHANNELS

Retail offline dominates but grocery retailers increase their online presence

Chocolate-based powder drinks to be a casualty of foodservice's move to convenience-focused products

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Hot Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

Hot drinks lose appeal among younger generations

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INDUSTRY PERFORMANCE

Demand driven by premium and convenience attributes

Economising, environmental concerns and a preference for alternatives hit on-trade demand for hot drinks

Push-pull effect of health and wellness in hot drinks

WHAT'S NEXT?

Growing competition from soft drinks

Premiumisation over volume in hot drinks

Pricing to influence coffee consumption

COMPETITIVE LANDSCAPE

Merrild Kaffe leverages its strength in coffee to lead the industry

Urtekram's offer fits with the health and wellness trend to see fast growth

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