

Carbonates in Denmark

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumption choices and health and wellness considerations shape performance

INDUSTRY PERFORMANCE

Reduced sugar categories drive growth

Consumers develop a taste for craft and premium carbonates

WHAT'S NEXT?

Search for healthier alternatives to dampen the demand for regular carbonates

Affordable pack sizing to gain momentum

Focus on reduced sugar carbonates amid a general health and wellness trend

COMPETITIVE LANDSCAPE

Local brands help to offset some turmoil for the leading players

Bryggeriet Vestfyen shows dynamism through health and wellness-orientated launches for Jolly

CHANNELS

Discounters leverage competitive pricing initiatives to lead distribution

Strong investment in e-commerce as omnichannel retailing gains weight

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[Soft Drinks in Denmark - Industry Overview](#)

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

CHANNELS

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