Euromonitor International

Energy Drinks in Denmark

December 2025

Table of Contents

Energy Drinks in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

CHANNELS

Price-sensitive purchasing favours discounters
E-commerce development impacts energy drinks distribution

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2020-2025
Table 2 - Off-trade Sales of Energy Drinks: Value 2020-2025
Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025
Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025
Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025
Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025
Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025
Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030
Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030
Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030
Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

Wide, competitively-priced assortments lure soft drinks consumers
More stable retail-foodservice split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Denmark

COUNTRY REPORTS DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/energy-drinks-in-denmark/report.