

HW Soft Drinks in Denmark

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Multifunctionality a growing trend in soft drinks in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Probiotic receives a boost within health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Consumers to retain focus on reducing their sugar intake in the soft drinks they consume over the forecast period

Immune support to remain a dynamic claim over the forecast period

Good source of vitamins to generate stronger interest going forward

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Overview

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