

Fortified/Functional Beverages in Denmark

January 2022

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Fortified/Functional Beverages in Denmark - Category analysis

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2021 DEVELOPMENTS

Healthy image attracts many to fortified/functional beverages during COVID-19 pandemic

Growth slows due to economic uncertainty

Royal Unibrew benefits from Cult appeal

PROSPECTS AND OPPORTUNITIES

E-commerce set to further gain share as consumers get used to shopping online

Open borders set to boost cross-border sales and could impact domestic retail sales growth

Return to offices unlikely to boost foodservice demand, with consumers continuing to buy FF beverages via retail

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