



Naturally Healthy Beverages in Denmark

January 2022

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Naturally Healthy Beverages in Denmark - Category analysis

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2021 DEVELOPMENTS

Sales normalise in 2021 after strong 2020 growth

NH fruit/vegetable juice returns to decline as consumers shun even natural sugars

Economic uncertainty and price sensitivity impact demand

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Stronger forecast period performance as natural image attracts many

NH bottled water sees only slow growth as consumers cut back on use of plastics

Debate continues: Is 100% juice healthy or not?

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