



Euromonitor
International

Soft Drinks in Denmark

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EXECUTIVE SUMMARY

Healthier and better quality preference favours off-trade value over volume growth

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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

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Aqua D'Or Mineral Water remains the clear leader with a wide offer

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WHAT'S NEXT?

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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COMPETITIVE LANDSCAPE

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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

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[Sports Drinks in Denmark](#)

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