



Euromonitor
International

HW Soft Drinks in Denmark

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health demands support sales of no sugar and functional claims in soft drinks

INDUSTRY PERFORMANCE

No sugar and fortified/functional claims support sales of soft drinks in 2024
No sugar variants drive growth as consumers migrate from traditional soft drinks
The natural positioning remains important but faces competition from functional variants

WHAT'S NEXT

Lower calorie and fortified/functional innovations are set to shape soft drinks in Denmark
No sugar claims are expected to drive innovation across soft drinks in Denmark
Sales of the natural claim will rise, however, it may face challenges from sugar reduction

CATEGORY DATA

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Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Clean label, fortified and functional innovation drives demand in Danish food and drink

INDUSTRY PERFORMANCE

Plant-based, fortified and functional innovation drives sales of food and drink in Denmark
Demand for transparency and sustainability supported sales of health claims in 2024

WHAT'S NEXT

Rising demand for low-calorie, functional, and clean label foods is expected in Denmark

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