



# Health and Wellness in Denmark

July 2024

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## Health and Wellness in Denmark

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Denmark

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued expansion of organic hot drinks  
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Functionality gaining in importance in tea

#### PROSPECTS AND OPPORTUNITIES

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