



Euromonitor
International

Concentrates in Denmark

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates remains on a downward demand trajectory

INDUSTRY PERFORMANCE

Limited offer and high sugar content hinder demand for powder concentrates

Parents increase scrutiny of nutritional quality of liquid concentrates

WHAT'S NEXT?

Concentrates to continue to lose appeal although potential bright spots appear

Targeted positioning and innovation offer may increase the appeal of powder concentrates

Potential push-pull effect of health and wellness on liquid concentrates

COMPETITIVE LANDSCAPE

Orkla Foods Danmark enjoys high recognition with a strong brand portfolio

Greater shelf space helps to grow consumer awareness for Ribena

CHANNELS

Convenience, choice and pricing favour large grocery retail formats

Small but growing online presence and sales for concentrates

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

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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

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