



Euromonitor
International

Soft Drinks in Denmark

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EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

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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Sustainability continues to emerge as a key success factor

COMPETITIVE LANDSCAPE

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

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WHAT'S NEXT?

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Strong growth projected for coconut and other plant waters through alignment with consumers' health-focused preferences

COMPETITIVE LANDSCAPE

Rynkeby Foods continues to invest in the category

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[RTD Coffee in Denmark](#)

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RTD Tea in Denmark

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Kombucha rides health and wellness trend to stimulate fast growth

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Loyal consumer base for energy drinks

Health and wellness trend and new launches stimulate reduced sugar energy drinks

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The consumer base is set to diversify in demographic and consumption terms

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COMPETITIVE LANDSCAPE

Wide portfolio and relaunches help Royal Unibrew extend its lead

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[Sports Drinks in Denmark](#)

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