



RTD Tea in Denmark

December 2025

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RTD Tea in Denmark - Category analysis

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2025 DEVELOPMENTS

Move towards healthier options in RTD tea

INDUSTRY PERFORMANCE

Shift from regular to reduced sugar in still RTD tea

Kombucha rides health and wellness trend to stimulate fast growth

WHAT'S NEXT?

Kombucha to benefit from health positioning and local offerings

Wider options in packaging terms

Single-serve RTD tea retains significant growth potential

COMPETITIVE LANDSCAPE

Aqua D'Or Mineral Water leads through its strength in reduced sugar still RTD tea

Local kombucha players enjoy fast retail volume sales growth

CHANNELS

Large assortments at competitive prices lure consumers

E-commerce continues to develop as a significant channel for RTD tea

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Soft Drinks in Denmark - Industry Overview

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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