



**Euromonitor  
International**

# Hot Drinks in Denmark

December 2025

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### EXECUTIVE SUMMARY

Hot drinks lose appeal among younger generations

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### INDUSTRY PERFORMANCE

Demand driven by premium and convenience attributes

Economising, environmental concerns and a preference for alternatives hit on-trade demand for hot drinks

Push-pull effect of health and wellness in hot drinks

### WHAT'S NEXT?

Growing competition from soft drinks

Premiumisation over volume in hot drinks

Pricing to influence coffee consumption

### COMPETITIVE LANDSCAPE

Merrild Kaffe leverages its strength in coffee to lead the industry

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Shift to higher-quality over volume consumption

Instant coffee suffers from internal and external competition

### WHAT'S NEXT?

Higher-quality, lower volume consumption trend to continue

New launches to add dynamism to fresh ground coffee pods

Coffee players to pay more attention to sustainability

### COMPETITIVE LANDSCAPE

Merrild Kaffe leads with a strong local and international offer

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Healthier options drive retail sales growth

### WHAT'S NEXT?

Robust higher-quality but lower tea consumption trend

Premiumisation to add dynamism to a mature category

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## COMPETITIVE LANDSCAPE

Regular new launches maintain the appeal of the leading player's offer

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### 2025 DEVELOPMENTS

Parents look to alternatives to chocolate-based flavoured powder drinks

## INDUSTRY PERFORMANCE

Other hot drinks remains on a downward trajectory in retail volume and value sales

Strong competition to chocolate-based flavoured powder drinks

## WHAT'S NEXT?

Health and wellness considerations to shape category downturn

Low investment to continue to hamper development

RTD trend to continue to hurt chocolate-based flavoured powder drinks

## COMPETITIVE LANDSCAPE

Nestlé leverages popularity of Nesquik and a relatively broad brand and format portfolio to dominate the competitive landscape

Urtekram rides organic trend to gain shelf presence and post the fastest retail value sales growth

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