



Coffee in Denmark

December 2025

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Coffee in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising global coffee prices maintain retail value sales

INDUSTRY PERFORMANCE

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

Salling Group invests in its private label offer

CHANNELS

Discounters lead with large, value for money assortments

Fast growth from a low base for e-commerce as the channel's coffee offer expands

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Hot Drinks in Denmark - Industry Overview

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Hot drinks lose appeal among younger generations

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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

Urtekram's offer fits with the health and wellness trend to see fast growth

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Economic conditions and channel stabilisation slow foodservice volume sales growth

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