



Euromonitor
International

Bottled Water in Denmark

December 2025

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Bottled Water in Denmark - Category analysis

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2025 DEVELOPMENTS

Slower, but still good volume growth trajectory

INDUSTRY PERFORMANCE

Still bottled water retains off- and on-trade preference

Growing array helps to push awareness and acceptance of functional bottled water

WHAT'S NEXT?

Steadily rising demand for bottled water

Promising growth opportunities within flavoured bottled water

Sustainability continues to emerge as a key success factor

COMPETITIVE LANDSCAPE

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

Competitive prices support fast growth for local flavoured bottled water player

CHANNELS

Large modern grocery retailers dominate through convenient shopping and competitively-priced assortments

Convenience drives purchases via e-commerce

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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

Local brands gain ground in a tougher environment for US counterparts

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