



# Sports Drinks in Denmark

December 2025

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## Sports Drinks in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Moderate retail volume growth in a volatile category

#### INDUSTRY PERFORMANCE

New offering continues to provide impetus for regular sports drinks

Interest in reduced sugar sports drinks remains very low despite price drops

#### WHAT'S NEXT?

Wider selections and availability to boost take up

Strong growth from a low base as the offer develops

New formulations to target health benefits

#### COMPETITIVE LANDSCAPE

Local player introduces dynamic new offering to surge ahead of the field

Faxe Kondi also benefits from a focus on local brands

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Sports drinks starts to occupy more retail shelf space

Price-based promotions lure sports drinks consumers to discounters

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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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