



Energy Drinks in Denmark

December 2025

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Energy Drinks in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Younger cohorts boost energy drinks

INDUSTRY PERFORMANCE

Loyal consumer base for energy drinks

Health and wellness trend and new launches stimulate reduced sugar energy drinks

WHAT'S NEXT?

The consumer base is set to diversify in demographic and consumption terms

New Nailed Energy offering can point the way forward for new launches

Health-orientated hybrids offer growth potential

COMPETITIVE LANDSCAPE

Wide portfolio and relaunches help Royal Unibrew extend its lead

Harboes Bryggeri develops its Nailed Energy offer to drive growth

CHANNELS

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E-commerce development impacts energy drinks distribution

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Soft Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

Healthier and better quality preference favours off-trade value over volume growth

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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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