



# 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

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Price-sensitive purchasing favours discounters

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## Soft Drinks in Denmark - Industry Overview

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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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