



HW Hot Drinks in Denmark

January 2026

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2024 DEVELOPMENTS

Organic and natural claims support sales of hot drinks in Denmark

INDUSTRY PERFORMANCE

Clean ingredients and speciality offerings influence hot drinks in Denmark in 2024

Organic remains a key health claim, supporting sales of hot drinks in Denmark

Natural and clean ingredients drive growth and premiumisation in Denmark's hot drinks

WHAT'S NEXT

Premium, clean, and organic hot drinks are set to respond to health-conscious demands

Rising disposable income and expanded product ranges are set to support sales of organic hot drinks

Natural hot drinks are expected to grow as manufacturers expand ranges across different price points

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Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Clean label, fortified and functional innovation drives demand in Danish food and drink

INDUSTRY PERFORMANCE

Plant-based, fortified and functional innovation drives sales of food and drink in Denmark

Demand for transparency and sustainability supported sales of health claims in 2024

WHAT'S NEXT

Rising demand for low-calorie, functional, and clean label foods is expected in Denmark

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