



HW Soft Drinks in Denmark

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health demands support sales of no sugar and functional claims in soft drinks

INDUSTRY PERFORMANCE

No sugar and fortified/functional claims support sales of soft drinks in 2024

No sugar variants drive growth as consumers migrate from traditional soft drinks

The natural positioning remains important but faces competition from functional variants

WHAT'S NEXT

Lower calorie and fortified/functional innovations are set to shape soft drinks in Denmark

No sugar claims are expected to drive innovation across soft drinks in Denmark

Sales of the natural claim will rise, however, it may face challenges from sugar reduction

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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