

Bottled Water in Denmark

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Report description:

At the end of 2021, Danone sold its Aqua D'Or business to local player Royal Unibrew, which significantly strengthened the latter's position in the bottled water category in Denmark. After undertaking a strategic review of its portfolio, Danone undertook the transaction with the intention of optimising its business. Royal Unibrew gained category share in bottled water as well as various other categories after buying several other businesses with the intention of providing it with access to new s...

Euromonitor International's Bottled Water in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bottled Water market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BOTTLED WATER IN DENMARK

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2022 DEVELOPMENTS

Royal Unibrew gains category share in 2022 after taking over Danone's Aqua D'Or business

Slowdown in volume sales growth across the category as consumers seek to save money and reduce plastic waste

Retail e-commerce changes consumer demand for bottled water, promoting large sizes and reducing impulse buys

PROSPECTS AND OPPORTUNITIES

The healthful perception of bottled water provides solid base for forecast period growth and more launches of functional bottled water

Climate change creates warmer summers and boosts demand for bottled water while industry players launch more sustainable packaging and the government encourages consumption of tap water

Growing demand for flavoured bottled water as consumers increasingly move away from carbonates towards healthier soft drinks alternatives

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