

## Concentrates in Denmark

Market Direction | 2022-12-07 | 30 pages | Euromonitor

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### Report description:

The rate of growth in off-trade volume sales of concentrates declined for a second consecutive year during 2022. Traditionally concentrates in Denmark are mostly liquid concentrates with fruit flavour. This category has been in stagnation due to a lack of investment and innovation from brands and retailers. As a consequence, consumers show little interest in the category, particularly as it is also deemed as unhealthy. Sales of powder concentrates are negligible but benefit from stronger growth...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

### Why buy this report?

- \* Get a detailed picture of the Concentrates 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.

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Euromonitor International  
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Category contracts in 2022 for a second consecutive year

Uncertain economic conditions and high inflation stimulate downtrading trend and boost demand for private label and low cost brands

Brewer Thisted Bryghus enters with organic concentrates

##### PROSPECTS AND OPPORTUNITIES

Concentrates expands via increasing segmentation and wider distribution

Health and wellness shapes innovation over the forecast period

The creation of new consumption occasions stimulates new product development in concentrates in the form of iced tea and coffee variants

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