

## **Energy Drinks in Denmark**

Market Direction | 2022-12-07 | 27 pages | Euromonitor

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### **Report description:**

Industry players endeavour to produce products that will appeal to younger generations looking to boost their energy levels through the consumption of soft drinks with a caffeine content. However, boundaries are blurring between energy drinks, sports drinks and RTD coffee in this regard. Moreover, cross-category competition is moving to a new level. For instance, Danish start-up Clutch Cognition offers a brain drink. This is a range of nootropic drinks that is actually free from caffeine and swe...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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December 2022

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Blurring boundaries with sports drinks and RTD coffee encourage industry players to launch new products that appeal to consumers seeking to boost their energy levels

Highly fragmented competitive landscape with leading players unable to attain a double-digit share

Energy drinks thrive despite minimum age debate and negative media attention as industry players engage in discounting to attract price-sensitive consumers

#### **PROSPECTS AND OPPORTUNITIES**

Fortification of energy drinks, reduced sugar, new flavours and limited editions boost consumer interest over the forecast period

Strong performance of energy drinks over the forecast period as industry players create new consumption occasions

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