

## **Juice in Denmark**

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

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### **Report description:**

Juice in Denmark is something of a commodity therefore it has low price elasticity and relatively stable demand. Low price elasticity was problematic in 2022 due to rising inflation, which necessitated price rises. Retailers are attracted by the competitive prices of private label, which is forcing branded juice players to offer more extensive discounts in order to compete. Pricing initiatives such as these enabled off-trade volume sales to see modest growth in 2022.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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## Table of Contents:

Juice in Denmark  
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### List Of Contents And Tables

#### JUICE IN DENMARK

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Private label and discounting among branded players boost volume sales via the off-trade, while the on-trade maintains longer-term slowdown

Consumer demand rising for juice with a clear health positioning, which is boosting sales and availability of organic offerings  
Rynkeby Foods maintains its lead but engages in major rebranding to offset declining trend in its share and in the category as a whole

##### PROSPECTS AND OPPORTUNITIES

The health trend boosts interest in shots and smoothies and the number of brands available, while retail e-commerce offers convenience for time-pressed consumers

Growing trend in fortification and functionality across juice categories over the forecast period

High and rising inflation and economic uncertainty diminish consumer loyalty, stimulate price competition and boost sales of private label

##### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

##### SOFT DRINKS IN DENMARK

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

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Table 17	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 18	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 19	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 20	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Denmark

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SOURCES

Summary 1 Research Sources

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