

RTD Coffee in Denmark

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Report description:

Carbonated RTD tea and Kombucha maintained high double-digit growth in 2022, with growth from a low base. The growing popularity of this category is being driven by the health and wellness trend, in which it is perceived that fermented products are better for the digestion. The L?sk brand has thus far been a trendsetter and is stimulating consumer interest through unusual innovations, such as its Broccoli Kombucha. This brand extension is mostly targeted towards younger generations, who look for...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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RTD COFFEE IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth rate improves in 2022 though the category hampered by economic uncertainty and high unit prices

Free from sugar and low in fat variants epitomise two trends in RTD coffee

Demand grows for larger pack sizes

PROSPECTS AND OPPORTUNITIES

Growth of RTD coffee likely over the forecast period though competition intensifies from energy drinks and a blurring between categories

New consumers of RTD coffee seek different taste experiences

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