

RTD Tea in Denmark

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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 Tea 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 RTD Tea and Kombucha, Still RTD Tea.

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 Tea 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

RTD Tea in Denmark
Euromonitor International
December 2022

List Of Contents And Tables

RTD TEA IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

High double-digit growth for carbonated RTD tea and Kombucha in 2022

Longer, hotter summers stimulate interest in new and refreshing flavours

New launches include low/non-alcoholic variants and those fortified with protein

PROSPECTS AND OPPORTUNITIES

Steady growth for RTD tea over the forecast period as consumers embrace smaller size packaging for on-the-go consumption

Private label goes from strength to strength in RTD tea over the forecast period

Reduced sugar and free from brands continue to gather momentum in still RTD tea over the forecast period

CATEGORY DATA

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

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

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

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

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027

Table 13 □Forecast Off-trade Sales of RTD Tea 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 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

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

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

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 (as sold) by Category: % Volume 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 23 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 24 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 25 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 27 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 32 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 33 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 35 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 41 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 43 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 45 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Denmark

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

RTD Tea in Denmark

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com