

Soft Drinks in Denmark

Market Direction | 2022-12-07 | 82 pages | Euromonitor

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Report description:

Soft drinks in 2022: The big picture

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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.

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Resumption of pre-pandemic lifestyles boosts demand for carbonates, despite mild price increases

Growing demand for reduced sugar brands stimulated by consumer drive for healthier soft drinks

Declining share for Harboes Bryggeri A/S due to intensifying competition

PROSPECTS AND OPPORTUNITIES

Expected boom in demand for cocktails and mocktails benefits players in carbonates through interesting new launches and collaborations with alcoholic drinks players

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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

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Retail e-commerce changes consumer demand for bottled water, promoting large sizes and reducing impulse buys

PROSPECTS AND OPPORTUNITIES

The healthful perception of bottled water provides solid base for forecast period growth and more launches of functional bottled water

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Blurring boundaries as soft drinks faces competition from other categories that increasingly feature fortification and functionality
Manufacturers respond to the health and wellness trend by launching reduced sugar/no sugar products and a range of other healthy claims

PROSPECTS AND OPPORTUNITIES

Manufacturers increasingly target mainstream consumers rather than solely professional sportspeople by widening the distribution of sports drinks

Category expansion and further product segmentation stimulates consumer interest and widens the consumer base

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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

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CONCENTRATES IN DENMARK

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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

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Demand grows for larger pack sizes

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