

Concentrates in Denmark

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Report description:

The volume decline of concentrates accelerated in 2023. Traditionally, the concentrates category in Denmark is mostly comprised of liquid concentrates with fruit flavour. The category has been struggling due to a lack of investment and innovation from brands and retailers. As a consequence, consumers show little interest in the category, particularly as it is also deemed to be unhealthy. Danish parents mainly buy concentrates for children, and as they aim to make their children's diets healthier...

Euromonitor International's Concentrates 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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