

Soft Drinks in Denmark

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Report description:

Soft drinks saw moderate volume growth in the Danish market in 2023. Value growth was stronger as inflation and increased costs affected the pricing of soft drink products. However, soft drinks clearly had its winners and losers, with growth rates varying hugely depending on the category. Energy drinks, sports drinks, RTD tea and RTD coffee were amongst the best performers due to low category saturation and current trends. However, functional bottled water, flavoured bottled water, reduced sugar...

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 (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: 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.

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:

Soft Drinks in Denmark
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List Of Contents And Tables

SOFT DRINKS IN DENMARK

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

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APPENDIX

Fountain sales in Denmark

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SOURCES

Summary 1 Research Sources

CARBONATES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift to reduced sugar carbonates

Manufacturers focus on reduced sugar variants

Emergence of craft carbonates

PROSPECTS AND OPPORTUNITIES

Health and wellness trend driving ongoing switch to reduced sugar carbonates

Cola carbonates out of sync with evolving demand trends

Unclear future for craft carbonates

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 42 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 43 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 50 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 51 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 52 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Two categories drive moderate growth

Health consciousness dampens demand

Leaders lose share

PROSPECTS AND OPPORTUNITIES

Health awareness set to play key role

Trend towards fortification and functionality across categories

Struggles ahead for reconstituted 100% juice

CATEGORY DATA

- Table 53 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 54 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Flavoured and functional bottled water lead growth
- New product developments boost functional bottled water sales
- Sparkling flavoured bottled water buoyed by product innovation

PROSPECTS AND OPPORTUNITIES

- Health trend has positive impact, while eco-consciousness works in the other direction
- Continued growth expected in functional bottled water
- Flavoured bottled water to attract consumers looking for alternatives to carbonates

CATEGORY DATA

- Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Dramatic success of Prime doubles category sales
- Prime underlines growing role of social media
- Regular sports drinks feels impact of innovation in other categories

PROSPECTS AND OPPORTUNITIES

- Further growth expected for reduced sugar sports drinks
- New brands expected in reduced sugar sports drinks, while the broader category needs to extend its consumer base
- Work needed to improve on-trade sales

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023
Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift to reduced sugar products occurring in energy drinks too

Constant demand for novelty

Leading brands benefit from high levels of consumer loyalty and awareness

PROSPECTS AND OPPORTUNITIES

Potential threats

Reduced sugar energy drinks to benefit from consumer migration

Increasing competition from outside the category

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates suffers from lack of investment and unhealthy image

Shift towards more natural products

Powder concentrates suffers from lack of availability and narrow product offer

PROSPECTS AND OPPORTUNITIES

More rapid decline ahead

Powder concentrates expected to see further decline

Opportunities for private label segment

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 102 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 103 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 105 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 106 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 107 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 108 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 109 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 110 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 111 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 112 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 113 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 114 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 115 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness trend plays key role in category growth

RTD tea gaining a healthier image

Strong performance from carbonated RTD tea and kombucha

PROSPECTS AND OPPORTUNITIES

Contraction of regular RTD tea to slow down category growth

Continued growth in reduced sugar RTD tea

Kombucha to continue to gain ground

CATEGORY DATA

Table 116 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 117 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 118 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 119 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 120 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 125 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 126 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 127 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 128 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

New product launches support continued growth

Leading player loses share

Private label development spurs category's expansion

PROSPECTS AND OPPORTUNITIES

Expanded availability and large pack sizes

Constraints on value growth

Signs of polarisation

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 130 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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