

## **HW Hot Drinks in Denmark**

Market Direction | 2023-11-06 | 10 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Fruit/herbal tea is often fortified/functional and is growing in popularity in the country due to its positive impact on mental and physical health. This tea is marketed as helping to overcome anxiety and stress thanks to its properties that help promote better sleep and strengthen immunity to disease. Fruit/herbal tea is also growing in popularity among people who are seeking to reduce their caffeine intake. The tea contains healthy ingredients and components such as lemon, ginger, turmeric, ec...

Euromonitor International's HW Hot Drinks in Denmark report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

HW Hot Drinks in Denmark  
Euromonitor International  
January 2024

List Of Contents And Tables

### **HW HOT DRINKS IN DENMARK**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Organic is the leading claim in health and wellness hot drinks in 2022

Weight management hot drinks on the rise due to obesity concerns

#### **PROSPECTS AND OPPORTUNITIES**

Organic shows the most promise in health and wellness hot drinks during the forecast period as consumers seek sustainable options

Good source of vitamins to appeal to more Danish consumers over the forecast period

#### **CATEGORY DATA**

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 7 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

### **HEALTH AND WELLNESS IN DENMARK**

#### **EXECUTIVE SUMMARY**

Overview

DISCLAIMER

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## HW Hot Drinks in Denmark

Market Direction | 2023-11-06 | 10 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="2026-02-09"/>
		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