

HW Hot Drinks in Denmark

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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Report description:

In general, Danish consumers display a notable fondness for organic products, with Euromonitor International's Health and Nutrition Survey 2023 finding that 26% of respondents sought 100% organic products. Moreover, the health and wellness trend is increasingly aligning with consumers' ethical concerns around social and environmental sustainability. In this context, the organic claim chimes strongly with the evolving character of consumer interests, as organic products are seen as less harmful t...

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 2019-2023, 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 2028 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.

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HW HOT DRINKS IN DENMARK

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2023 DEVELOPMENTS

Continued expansion of organic hot drinks

Sugar is a key health issue in other hot drinks

Functionality gaining in importance in tea

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Other hot drinks category needs to present a healthier image

Trend to decrease sugar intake in hot drinks to gather momentum over the forecast period

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Consumer diet trends

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Diabetes prevalence

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