

Bottled Water in Denmark

Market Direction | 2024-11-14 | 28 pages | Euromonitor

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Report description:

The total volume of bottled water in Denmark is experiencing moderate growth in 2024, primarily supported by rising on-trade sales. While retail volume sales remain stagnant, on-trade volumes are bolstered by a gradually improving economy and an increased willingness among Danes to spend on beverages in restaurants and bars. This trend underscores a shift in consumer behaviour, with more Danes opting for bottled water when dining out, contributing to overall volume growth within this category.

Euromonitor International's Bottled Water 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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