

Fortified/Functional Beverages in Denmark

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Abstracts

Despite the relatively strong growth in current retail value sales of functional/fortified (FF) beverages in 2020, the growth rate was lower than during 2019. The pandemic affected demand, as economic uncertainty and the increasing unemployment rate and decreasing disposable incomes negatively impacted retail value sales in 2020. However, this effect was outweighed by the enhanced consumer interest in health and wellness as a result of the pandemic, with beverages fortified with vitamins proving...

Euromonitor International's Fortified/Functional Beverages 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 2016-2020, 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 2025 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft 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 Fortified/Functional Beverages 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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FF beverages continues its growth performance, but a decrease in discretionary spending limits overall growth in 2020

Limited on-trade sales also constrains shift to retail value sales in 2020

Royal Unibrew continues to lead but Vitamin Well the most dynamic brand in 2020

RECOVERY AND OPPORTUNITIES

Post-pandemic economic recovery will boost on-the-go consumption, but sales are likely to remain healthy but stable

E-commerce growing in importance, but supermarkets set to remain the main channel over the forecast period

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GLOBAL INDUSTRY ENVIRONMENT

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