

Sports Drinks in Denmark

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Abstracts

Sports drinks sales doubled in 2023 as the Prime brand entered the category and introduced reduced sugar products to Denmark. Up until 2023, only regular sports drinks were available in the Danish market. Previously, sports drinks sales were dominated by Coca-Cola's Powerade and very few launches took place, but this changed with the considerable hype surrounding Prime. In fact, Prime immediately gained leadership in the category, accounting for nearly half of sports drinks volume sales and more...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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.

Contents

Sports Drinks in Denmark
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

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 1 Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023
Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

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

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %

Volume Growth 2023-2028

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Denmark

DISCLAIMER

SOURCES

Summary 1 Research Sources

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