



RTD Coffee in Denmark

December 2025

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RTD Coffee in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee enjoys fast-growing popularity

INDUSTRY PERFORMANCE

Widening offer stimulates awareness and purchases

Both foodservice and on-the-go consumption on the rise

WHAT'S NEXT?

Healthier bent to the demand for RTD coffee

Younger consumers drive the development and growth in RTD coffee

Innovation to strengthen the category's position in soft drinks

COMPETITIVE LANDSCAPE

Segmentation to widen the choice and appeal of RTD coffee

New Lavazza option adds dynamism to the RTD coffee offer

CHANNELS

Large modern grocery retailers remain the first choice of consumers of RTD coffee

E-commerce sees high investment to make gains in RTD coffee distribution

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Soft Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

Healthier and better quality preference favours off-trade value over volume growth

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INDUSTRY PERFORMANCE

Health and wellness is reshaping soft drinks

Mixed bag for new entries

Price promotions and special deals win over consumers

WHAT'S NEXT?

Shift away from sugary products to continue

Health-orientated soft drinks to drive growth

Players to shape new launches to exploit health and wellness demand

COMPETITIVE LANDSCAPE

Royal Unibrew retains leadership but Carlsberg remains a close challenger

Local brands gain ground in a tougher environment for US counterparts

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