



**Euromonitor
International**

Hot Drinks in Denmark

December 2025

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EXECUTIVE SUMMARY

Hot drinks lose appeal among younger generations

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INDUSTRY PERFORMANCE

Demand driven by premium and convenience attributes

Economising, environmental concerns and a preference for alternatives hit on-trade demand for hot drinks

Push-pull effect of health and wellness in hot drinks

WHAT'S NEXT?

Growing competition from soft drinks

Premiumisation over volume in hot drinks

Pricing to influence coffee consumption

COMPETITIVE LANDSCAPE

Merrild Kaffe leverages its strength in coffee to lead the industry

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Higher-quality, lower volume consumption trend to continue

New launches to add dynamism to fresh ground coffee pods

Coffee players to pay more attention to sustainability

COMPETITIVE LANDSCAPE

Merrild Kaffe leads with a strong local and international offer

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INDUSTRY PERFORMANCE

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Premiumisation to add dynamism to a mature category

Health and wellness trend to pique consumer interest in certain tea types

COMPETITIVE LANDSCAPE

Regular new launches maintain the appeal of the leading player's offer

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Parents look to alternatives to chocolate-based flavoured powder drinks

INDUSTRY PERFORMANCE

Other hot drinks remains on a downward trajectory in retail volume and value sales

Strong competition to chocolate-based flavoured powder drinks

WHAT'S NEXT?

Health and wellness considerations to shape category downturn

Low investment to continue to hamper development

RTD trend to continue to hurt chocolate-based flavoured powder drinks

COMPETITIVE LANDSCAPE

Nestlé leverages popularity of Nesquik and a relatively broad brand and format portfolio to dominate the competitive landscape

Urtekram rides organic trend to gain shelf presence and post the fastest retail value sales growth

CHANNELS

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