



**Euromonitor
International**

Sports Drinks in Denmark

December 2025

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Sports Drinks in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate retail volume growth in a volatile category

INDUSTRY PERFORMANCE

New offering continues to provide impetus for regular sports drinks

Interest in reduced sugar sports drinks remains very low despite price drops

WHAT'S NEXT?

Wider selections and availability to boost take up

Strong growth from a low base as the offer develops

New formulations to target health benefits

COMPETITIVE LANDSCAPE

Local player introduces dynamic new offering to surge ahead of the field

Faxe Kondi also benefits from a focus on local brands

CHANNELS

Sports drinks starts to occupy more retail shelf space

Price-based promotions lure sports drinks consumers to discounters

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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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