



HW Soft Drinks in Denmark

July 2024

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2023 DEVELOPMENTS

No sugar becoming the primary focus in carbonates

Growing interest in natural claim

Expansion of fortified and functional products

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Health and wellness claims to become increasingly mainstream in soft drinks

Growing emphasis on fortification and functionality

Growth in plant-based and vegan products

CATEGORY DATA

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Health and Wellness in Denmark - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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