

# Bottled Water in Denmark

December 2023

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## Bottled Water in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flavoured and functional bottled water lead growth  
New product developments boost functional bottled water sales  
Sparkling flavoured bottled water buoyed by product innovation

#### PROSPECTS AND OPPORTUNITIES

Health trend has positive impact, while eco-consciousness works in the other direction  
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