

# HW Soft Drinks in Denmark

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Multifunctionality a growing trend in soft drinks in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Probiotic receives a boost within health and wellness soft drinks

### PROSPECTS AND OPPORTUNITIES

Consumers to retain focus on reducing their sugar intake in the soft drinks they consume over the forecast period

Immune support to remain a dynamic claim over the forecast period

Good source of vitamins to generate stronger interest going forward

### CATEGORY DATA

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[Health and Wellness in Denmark - Industry Overview](#)

## EXECUTIVE SUMMARY

Overview

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