

# Denmark Beverage Industry Market 2017 – By Analyzing the Performance of Various Competitors

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WiseGuyReports published new report, titled "Beverage Tracker Third Quarter 2017: Denmark"

## Summary

Denmark Quarterly Beverage Tracker Q3-17 covering soft drinks, dairy drinks, hot drinks and alcoholic drinks is an essential tool for keeping up-to-date with the latest industry performance and developments on a quarterly basis, covering:

- Top line consumption volumes for Q3-2017 vs Q3-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts for all beverage categories.
- Carbonates consumption data for Q3-2017 vs Q3-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts split by regular vs low calorie, and key flavor.
- An economic mood indicator with an at a glance assessment of industry confidence levels, private label performance vs brands and price trends.
- Insightful and valuable analysis of the drivers behind the latest quarterly trends and assumptions for full year 2017.

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## Scope

- Soft drinks experienced a decline due to cool and wet summer weather in Q3-17
- Hot drinks prospered due to the less favorable summer weather, while their iced counterparts struggled



- Fewer discounts and price promotions resulted in a decline for carbonates sales
- The overall beverage market is expected to drop by around 1% in 2017

### Key points

- Gain an in-depth understanding of the most up-to-date trends in the Denmark beverage industry to support and enhance your strategic planning.
- Investigate the latest quarterly and emerging annual trends in Denmark to back your marketing initiatives.
- Analyze the latest beverage category 2017 forecast projections to make well-informed decisions on the outlook in the marketplace for your company.
- View a selection of the key quarterly new soft drinks product launches and identify competitor activity.
- Access a quarterly Special Focus on a current industry 'hot topic' offering qualitative insight from local consultants to determine opportunities for product innovation.

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