KEY DATA FINDINGS

2022 DEVELOPMENTS
Economic uncertainty and the opening of the on-trade challenges off-trade growth
Craft spirit players innovate, widening availability and boosting sales
Gin and non-alcoholic spirits appeal to Millennials and Generation Z consumers

PROSPECTS AND OPPORTUNITIES
The rising cocktail trend leads consumers to experiment with various tastes and flavours
Non-alcoholic options continue to rise, aligning with consumers growing demands
Organic gin set to flourish across the forecast period

CATEGORY BACKGROUND
Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Denmark - Industry Overview

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Alcoholic drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND
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Legal purchasing age and legal drinking age
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments  
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Contraband/parallel trade  
Duty free  
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