

# Beer in Denmark

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Positive on-trade volume growth as COVID-19 restrictions are fully lifted  
The health and wellness trends drive non-alcoholic and organic options  
Carlsberg Danmark retains its lead, offering well-known products to consumers

#### PROSPECTS AND OPPORTUNITIES

Non-alcoholic beer records growth as more players enter the landscape  
Competition in craft beer intensifies as microbreweries continue to expand  
Standard lager sells well, however, growth suffers from product maturity

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