

Wine in Denmark

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The on-trade drives total volume sales growth as off-trade sales struggle
Sparkling and still rosé wine drive growth, while fortified wine suffers from an old-fashioned image
Growing health concerns shape the demand for wine

PROSPECTS AND OPPORTUNITIES

Overall demand for wine is set to grow, driven by sparkling and still rosé wine
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Alcoholic Drinks in Denmark - Industry Overview

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On-trade vs off-trade split
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