

Cider/Perry in Denmark

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

The opening of the foodservice sector challenges off-trade sales in 2022
Danish craft cider is on the rise, blurring the line between cider and fruit wines
Carlsberg Danmark A/S continues to lead, focusing on innovation to drive growth

PROSPECTS AND OPPORTUNITIES

Innovation on the landscape responds to consumer demands for quality
The availability of non-alcoholic cider/perry increases across the forecast period
Organic products increase, using local fruit while offering high quality

CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2017-2022
Table 2 - Sales of Cider/Perry: Total Value 2017-2022
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2017-2022
Table 4 - Sales of Cider/Perry: % Total Value Growth 2017-2022
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2018-2022
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2018-2022
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2022-2027
Table 13 - Forecast Sales of Cider/Perry: Total Value 2022-2027
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027
Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

Alcoholic Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

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

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 1 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 202

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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