

Cider/Perry in Denmark

August 2022

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Cider/Perry in Denmark - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cider/perry continues to grow in popularity as a light and refreshing drink
Carlsberg and Royal Unibrew increase their dominance thanks to ongoing investment in new product development
Players focusing on new product development, CSR activities and marketing to win share

PROSPECTS AND OPPORTUNITIES

Cider/perry set to benefit from a return to old drinking habits
Non/low-alcohol cider/perry could support demand, but hard seltzers and premium RTDs threaten to undermine growth
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