

## **Cider/Perry in Denmark**

Market Direction | 2023-06-26 | 24 pages | Euromonitor

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### **Report description:**

Aligned with the full reopening of establishments following COVID-19, on-trade cider/perry volume sales continued to see solid growth. However, sales were more challenging for the off-trade, which saw minor growth, having competition from food service establishments which fully opened in February 2022. However, consumers are showing a growing interest in cider/perry since it is relatively light and low in strength, seen by many as a good substitute for beer. The growing range of flavour options,...

Euromonitor International's Cider/Perry in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cider/Perry market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Carlsberg Danmark A/S continues to lead, focusing on innovation to drive growth

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