

Beer in Denmark

Market Direction | 2024-06-18 | 29 pages | Euromonitor

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Report description:

While total beer volumes were moderately down in Denmark in 2023, value increased. This development had to do with price increases and the fact that Danes are keen to buy good quality beer rather than bulk in volume. The consumption of domestic mid-priced lager is rather high and the market is mature. The decline is a result of this bulk volume becoming lower. The areas with highest growth in 2023 were flavoured/mixed lager whose sales more than doubled thanks to Carlsberg Tuborg Sunset launch i...

Euromonitor International's Beer 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2024

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BEER IN DENMARK

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Carlsberg Danmark retains its lead, offering well-known products to consumers

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MARKET BACKGROUND

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