

Cider/Perry in Denmark

Market Direction | 2024-06-18 | 22 pages | Euromonitor

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Report description:

Cider/perry sales experienced a decline in 2023 in Denmark, reflecting shifting consumer preferences and product innovation trends. While manufacturers primarily focused on spirit-based RTDs, the launch of flavoured lager by Carlsberg in 2023 influenced some cider drinks to opt for alternative beverages. Despite the overall decline, low-calorie cider offerings, exemplified by Somersby Apple Lite, resonated well with health-conscious Danes, offering reduced calorie content without compromising ta...

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 (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: 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.

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

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