

## **Wine in Denmark**

Market Direction | 2024-06-18 | 33 pages | Euromonitor

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### **Report description:**

Total volume sales of wine were stagnant in Denmark in 2023. The largest area, red wine, continued declining, while white, rose, and sparkling wine performed better. Non-grape wine was another declining area as there were no new products, and it mainly appealed to older consumers. Still grape wine trends have been transformed during the review period. Wine from the USA and Australia has seen the biggest growth spurts thanks to several local enterprises focusing on these wines. Globus Wine's WOW...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

### Why buy this report?

- \* Get a detailed picture of the Wine 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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### SOURCES

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## Summary 3 Research Sources

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