



Wine in Denmark

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Flat volume sales as wine consumption shifts to lighter options
- Rising demand for sparkling wine boosts Amka Danmark's volume share
- Discounters lead the retail distribution of wine

PROSPECTS AND OPPORTUNITIES

- Changing preferences in wine consumption set to continue
- Shifts in consumer preferences towards sparkling and still rosé wine
- Packaging formats and sustainable features will lead innovations

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Alcoholic Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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