



Cider/Perry in Denmark

June 2025

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Cider/Perry in Denmark - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing decline as cider/perry fails to resonate with young adults
Carlsberg Danmark A/S continues to lead, focusing on innovation to drive growth
Price sensitivity drives cider purchases in discounter channel

PROSPECTS AND OPPORTUNITIES

Cider/perry faces ongoing challenges
Regular cider is considered old-fashioned
Premium cider provides some growth potential

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Alcoholic Drinks in Denmark - Industry Overview

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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
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DISCLAIMER

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