



Beer in Denmark

June 2024

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Beer in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift towards quality over quantity and diversification of beer preferences
The health and wellness trends drive non/low alcoholic and organic options
Carlsberg Danmark retains its lead, offering well-known products to consumers

PROSPECTS AND OPPORTUNITIES

Non-alcoholic beer records growth as more players enter the landscape
Competition in craft beer intensifies as microbreweries continue to expand
Standard Lager sells well, however, growth suffers from product maturity

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