

# Carlsberg A/S in Beer

March 2024

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Company overview: China extends its lead for Carlsberg

Market momentum drives growth, supported by share increases

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Core markets across Asia Pacific continue to offer fertile ground for Carlsberg

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Market shares remain relatively stable for top brewers amid pandemic disruption

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India: A shared priority market for top brewers

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Carlsberg and Tuborg brands hold strategic importance in a broad portfolio

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While Asia Pacific leads company lager volumes, Western Europe outperforms in value Premiumisation is here to stay for the long term, but setbacks should be expected

### NON/LOW ALCOHOL BEER

Sustained growth sees non-alcoholic beer climb the agenda for Carlsberg

No alcohol continues to outperform low-alcohol beer, for now

Strong non-alcoholic beer forecasts in Western Europe, although competition will intensify

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## **KEY FINDINGS**

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