



Euromonitor  
International

# Cider/Perry in Denmark

June 2025

Table of Contents

## 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

#### CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2019-2024  
Table 2 - Sales of Cider/Perry: Total Value 2019-2024  
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2019-2024  
Table 4 - Sales of Cider/Perry: % Total Value Growth 2019-2024  
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024  
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024  
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024  
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024  
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024  
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024  
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024  
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2024-2029  
Table 13 - Forecast Sales of Cider/Perry: Total Value 2024-2029  
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029  
Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

## 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

## KEY NEW PRODUCT LAUNCHES

### Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 22 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 23 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 24 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 26 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cider-perry-in-denmark/report](https://www.euromonitor.com/cider-perry-in-denmark/report).