

Rtds in Denmark

June 2025

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Rtds in Denmark - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth moderates following period of dynamism in RTDs Competitive landscape remains concentrated in RTDs Discounters are dominant channel

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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

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

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