



Spirits in Denmark

June 2024

Table of Contents

Spirits in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Evolving preferences in spirits in 2023

Craft spirit players innovate, widening availability and boosting sales

Gin and non-alcoholic spirits appeal to Millennials and Generation Z consumers

PROSPECTS AND OPPORTUNITIES

Diversification in spirit preferences

Rise of non-alcoholic spirits

Organic gin's ascendancy

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 - Benchmark Brands 2023

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2018-2023

Table 2 - Sales of Spirits by Category: Total Value 2018-2023

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 10 - Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 12 - Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 13 - Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 15 - GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 16 - NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 17 - LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 18 - Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 19 - Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing 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
On-trade establishments
Summary 2 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

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

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 31 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 32 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 33 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 4 - Research Sources

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