

# Cafés/Bars in Denmark

February 2024

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## Cafés/Bars in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales stabilise in 2023 after a strong recovery in the previous year

McCafé and Espresso House see rapid expansion as chained players continue to invest in the market

Consumers looking to make more ethical choices

#### PROSPECTS AND OPPORTUNITIES

Developing coffee culture likely to fuel strong competition

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