



Spirits in Denmark

June 2023

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Spirits in Denmark - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economic uncertainty and the opening of the on-trade challenges off-trade growth

Craft spirit players innovate, widening availability and boosting sales

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

PROSPECTS AND OPPORTUNITIES

The rising cocktail trend leads consumers to experiment with various tastes and flavours

Non-alcoholic options continue to rise, aligning with consumers growing demands

Organic gin set to flourish across the forecast period

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