

# Wine in Denmark

June 2024

**Table of Contents** 

#### Wine in Denmark - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Stagnant total volume sales and transformation of still grape wine trends

Growth in sparkling wine and rise of rosé

Decline of fortified wine and impact of growing health concerns

#### PROSPECTS AND OPPORTUNITIES

Overall demand growth fuelled by sparkling and still rosé wine

Shift in consumer preference towards still rosé wine

Health and wellness trend to drive sales of non-alcoholic and organic options

## **CATEGORY DATA**

- Table 1 Sales of Wine by Category: Total Volume 2018-2023
- Table 2 Sales of Wine by Category: Total Value 2018-2023
- Table 3 Sales of Wine by Category: % Total Volume Growth 2018-2023
- Table 4 Sales of Wine by Category: % Total Value Growth 2018-2023
- Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
- Table 6 Sales of Wine by Off-trade vs On-trade: Value 2018-2023
- Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
- Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
- Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023
- Table 10 Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023
- Table 11 Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023
- Table 12 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023
- Table 13 GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
- Table 14 NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
- Table 15 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023
- Table 16 GBO Company Shares of Champagne: % Total Volume 2019-2023
- Table 17 NBO Company Shares of Champagne: % Total Volume 2019-2023
- Table 18 LBN Brand Shares of Champagne: % Total Volume 2020-2023
- Table 19 GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
- Table 20 NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
- Table 21 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023
- Table 22 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
- Table 23 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
- Table 24 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023
- Table 25 GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
- Table 26 NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
- Table 27 LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023
- Table 28 Forecast Sales of Wine by Category: Total Volume 2023-2028
- Table 29 Forecast Sales of Wine by Category: Total Value 2023-2028
- Table 30 Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
- Table 31 Forecast Sales of Wine 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 1 - Number of On-trade Establishments by Type 2017-2023

#### TAXATION AND DUTY LEVIES

Summary 2 - 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 32 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

#### MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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### **SOURCES**

Summary 3 - Research Sources

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