

# Cider/Perry in Denmark

June 2024

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## Cider/Perry in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Evolving dynamics in cider/perry

Danish craft cider is on the rise, blurring the line between cider and fruit wines

Carlsberg Danmark A/S continues to lead, focusing on innovation to drive growth

#### PROSPECTS AND OPPORTUNITIES

Growth opportunities in low-calorie and premium ciders

The availability of non-alcoholic cider/perry increases across the forecast period

Organic products increase, using local fruit while offering high quality

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