The Danish beer and soft drink market 2017
Danish Brewers’ Association
- for large and for small
The consumers
New food trends

• Passion
• Natural, sustainable, authentic
• New Nordic Food – and Drinks
• Healthy living
• Local and historic foundation
• Storytelling
• Craftmanship and manual work
• Home brewing becoming popular
The beer market in Denmark
Market in general

Recent developments
• Danish beer sales follow *same tendency* as in Western Europe
• Declining beer sales in the Danish market (till 13)
• The economic crisis in 08-09 hits sales of beer
• Recently, increasing beer sale after beer tax was lowered
Pilsner is still no. 1

Market share percentage of different beers 2016

- Pilsner: 63%
- Stærk pilsner: 15%
- Classic/lager: 17%
- Bock: 0%
- Porter/Stout: 1%
- Hvedeøl: 0%
- Ale: 3%
- Alkoholfri: 1%
Danes like craft beer from Denmark ...
... and from other countries
Danish micro breweries multiplying

- In 2000 there were 18 breweries in DK – 17 years later this number has multiplied around 10 times
- New beer styles og new ingredients are introduced - creating more than 1000 new beers every year
- Organic beer is becoming more widespread
New ingredients and flavours

Recently, inspired by the New Nordic Food some breweries have introduced beer with local ingredients.

- sea buckthorn
- blackcurrant
- elderflower
- juniper berry
- rowanberry
- rose hip
- birch
- fir
- hay
- Etc, etc
The soft drink market in Denmark
Sales growing since excise duties were abandoned in 2014
Cola still no. 1

Sales of carbonated soft drinks according to segments

- Cola: 66%
- Appelsin: 8%
- Lemon/Lime: 17%
- Citrus: 2%
- Diverse: 7%
"Light" products has stable sales
New trends

• More still drinks
  – Juices
  – Smothies
  – Vitamin drinks
  – Ice teas

• More variation
  – Berries
  – Exotic fruit

• More “authentic”
  – Local
  – Natural
  – Organic
  – Healthy

• New bottles
  – New shapes
  – More variation in size
  – Sustainable material
Thanks for Your attention