Decline in Denmark’s Wine Imports in 2022 Amid Rising Prices

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Copenhague

Denmark, known as a mature and consolidated market in the wine industry, witnessed a decline in its wine imports in 2022, according to recent data from the Danish Customs. The volume of imports decreased by 8.4% to 181.6 million liters, while the value fell by 2.9% to 5,840.4 million Danish kroner (DKK). Interestingly, the average price of imported wine rose by 6% to 32.16 DKK per liter – the highest in recorded

history – amid a year of strong inflation.

For context, Denmark's wine imports have remained relatively stable in terms of volume over the past two decades, with 180.4 million liters being imported in the year 2000 compared to 181.6 million liters in 2022. The peak years for volume were 2002, 2003, and 2009, when imports surpassed 200 million liters. However, the value of these imports has doubled from 2,941 million DKK in 2000 to 5,840 million DKK in 2022, reflecting a doubling of the average price over these 22 years.

Exchange rates and international comparisons

When converted to euros at the current exchange rate, Denmark's wine imports in 2022 amounted to 784 million euros, at an average price of 4.32 euros per liter. Despite this considerable volume, Denmark was surpassed by Sweden as the leading Scandinavian wine importer in terms of value in 2022.

Denmark's role as a distributor

Denmark is not only an end market for wine but also plays a significant role as a distributor of wines to other European markets, especially Sweden and Germany. It is estimated that the 38.4 million liters of wine exported from Denmark in 2022 – approximately 21% of the total volume imported – were almost exclusively foreign wines. Out of this exported volume, 15.2 million liters were destined for Sweden, followed by 12.5 million liters for Germany. The Netherlands was the third-largest market, receiving 1.4 million liters, significantly behind the other two.

Trends in wine types

Various types of wine saw price increases in local currency. Imports of packaged wine and bag-in-box wine declined significantly, while bulk wines and sparkling wines saw an increase. Packaged wine, which traditionally held the largest share, experienced a decrease of 15.2% in volume, amounting to 91.8 million liters, and 7.2% in value, totaling 4,233 million DKK in 2022. This marks the lowest volume of packaged wine imports since records began in 1997. On the other hand, sparkling wine set records in

the Danish market, with 9.9 million liters (+8.3%), overtaking bag-in-box for the first time as the third most imported type of wine.

Source countries

In 2022, Denmark imported wine from 64 different countries. Italy and France, traditionally the main suppliers, saw a nearly 16% decline in volume. Italy's exports fell to 38.6 million liters, while France's exports declined after a record year in 2021 to 26.2 million liters. Spain experienced a lesser decline of 6.3%, exporting 25 million liters, and came close to surpassing France.

In terms of value, France led with 1,701 million DKK, followed by Italy with 1,129 million DKK. Spain, however, saw growth of 8.9% to 478 million DKK, making it the third-largest supplier. Australia consolidated its sixth position in value with 328 million DKK, a 24% increase, and also was the fourth-largest supplier in volume.

Denmark's wine market has undergone some transformations in recent years. Though the volume of imports has remained stable, the types of wine imported have evolved, and prices have risen significantly. The country's role as a distributor, particularly to other European markets, remains significant. With the global economy and trade patterns in a state of flux, the Danish wine market will likely continue to evolve in the years to come.