

# Altia Denmark A/S in Alcoholic Drinks (Denmark)

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## Abstracts

Product innovation will dictate the company's strategic direction. Examples in 2016 include the launches of Brøndums Kryddersnaps med Æble & Timian and Brøndums Kryddersnaps med Rabarber & Ingefær. Both these akvavits are made using natural ingredients and have a lower ABV than traditional akvavits sold on the market, 30% as opposed to 40%+. This broadens the demographic appeal of akvavits and highlights the focus of Altia Denmark's strategic direction, to enlarge the appeal of its product portf...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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