

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

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### Abstracts

Cult will continue to focus on new product development and launches, and relaunches of existing brands with new appealing properties, such as attractive flavours or new ingredients that have the potential to gain consumer interest. These launches will be supported by strong marketing activities through different media channels, such as television programmes, parties and events for young adult Danes, as well as in-store campaigns. The company's important target group consists of young adults aged...

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**Product coverage:** Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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