

# Soft Drinks in Germany to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the soft drinks market in Germany. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

\*Contains information on seven categories: carbonates, bottled water, juices, functional drinks, concentrates, smoothies and RTD tea and coffee

\*Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

\*Category level company and brand share as well as distribution share information for 2007 and 2008

\*Review of the top two companies within the soft drinks market, including company overview, key facts and business description

### Highlights

The market for soft drinks in Germany increased at a compound annual growth rate of 2.4% between 2003 and 2008.

The bottled water category led the soft drinks market in Germany, accounting for a share of 39.5%.

Leading players in German soft drinks market include Coca-Cola Company, The, Nestle S.A. and Dr. Pepper Snapple Group Inc..

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the soft drinks market in Germany

\*Design effective marketing and sales strategies by identifying key market categories and segments

\*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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