

# Spirits in Germany to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the spirits 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 eight categories; whisk(e)y, gin & genever, liqueurs, vodka, tequila & mezcal, rum, specialty spirits and brandy

\* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

\* Category level company and brand share as well as distribution share information for 2008 and 2009

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

### Highlights

The market for spirits in Germany increased at a compound annual growth rate of 0.3% between 2004 and 2009.

The liqueurs category led the spirits market in Germany, accounting for a share of 42%.

Leading players in German spirits market include Pernod Ricard, Remy Cointreau and Eckes AG.

### **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the spirits 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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