

Vodka in Germany to 2014 (Spirits)

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Abstracts

Introduction

This databook provides key data and information on the Vodka in Germany (Spirits). 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

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

Highlights

The vodka category was valued at €1,565.3m (\$2,292.9m) in 2009, representing a CAGR of 1.4% since 2004.

By the end of 2014, the vodka category will be worth €1,648.1m (\$2,414.1m), with an expected CAGR of 1% between 2009 and 2014.

The vodka market volume totaled 51.7 million liters in 2009, representing a CAGR of 0.9% since 2004.

By the end of 2014, the vodka market will total 53.3 million liters, with an expected CAGR of 0.6% between 2009 and 2014.

The vodka market was led by unflavored vodka (representing 75% of the total value), with flavored vodka accounting for the remaining 25% share.

Pernod Ricard is the market leader with a 12.3% share of the market.

Vodka in Germany (Spirits)

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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