

Alcoholic Drinks in Germany

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Abstracts

A marked total volume rebound was seen for alcoholic drinks in 2022, as a result of the full reopening of on-trade channels following the lifting of measures to reduce the spread of the COVID-19 virus, implemented in 2020 and 2021. Within beer, which remained by far the largest category in total volume terms, the shift in consumption occasions in 2022 resulting from the full reopening of on-trade locations and the return of summer festivals, combined with increased mobility and more frequent out...

Euromonitor International's Alcoholic Drinks in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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