

Asian Speciality Drinks in Germany

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Abstracts

The demand for Asian speciality drinks in Germany continues to be primarily driven by off-trade sales, although there is expected to be a slight off-trade volume decline in 2023. Sales of Asian speciality drinks via retail e-commerce benefited from home seclusion during the pandemic. However, sales have turned to decline in this distribution channel, which is set to continue in 2023, and small local grocers are increasing their dominance in the category. However, although their shares of sales a...

Euromonitor International's Asian Speciality 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Asian Speciality 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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