

Hot Drinks in Germany

<https://marketpublishers.com/r/H4A9F50CAB5EN.html>

Date: January 2024

Pages: 37

Price: US\$ 2,100.00 (Single User License)

ID: H4A9F50CAB5EN

Abstracts

Hot drinks in Germany still benefits from a significant proportion of the population spending considerable time at home. Although local consumers are gradually returning to foodservice channels, the cost-of-living crisis has placed them under financial pressure and thus is hindering a quicker recovery. At the same time, many employees are following remote/hybrid working models compared to pre-pandemic levels, which is supporting elevated retail demand and taking share away from foodservice and i...

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot 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.

Contents

Hot Drinks in Germany
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HOT DRINKS IN GERMANY
EXECUTIVE SUMMARY
Hot drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023
Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023
Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth
2023-2028

Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth
2023-2028

Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation influences consumers' purchasing behaviour

The return to caf s - an important channel for foodservice coffee

Coffee and sustainability efforts

PROSPECTS AND OPPORTUNITIES

The further shift towards fresh coffee beans over the forecast period

Further efforts by players to address consumers' sustainability concerns

Barista-style and lifestyle: Coffee as a fashionable drink

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 Retail Sales of Coffee by Category: Value 2018-2023

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume
2018-2023

Table 31 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 32 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 34 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 35 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 36 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

TEA IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation influences consumer behaviour

The reinvention of tea in Germany

Foodservice recovery is slow due to rising costs and hybrid working

PROSPECTS AND OPPORTUNITIES

Consumers seek natural drinks: Tea to be at the forefront of health trend

Cold brew tea will become increasingly important for future summers

Functionality of tea to expand in the coming years

CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2018-2023

Table 38 Retail Sales of Tea by Category: Value 2018-2023

Table 39 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 40 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 41 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 42 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 43 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 44 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 46 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

OTHER HOT DRINKS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chocolate-based flavoured powder drinks remains most popular format within other hot drinks

Factors contributing to declining retail demand for chocolate-based flavoured powdered drinks

Share establishment of malt-based hot drinks by brand recognition

PROSPECTS AND OPPORTUNITIES

Outlook for other hot drinks shaped by shifting preferences and diverse influences

Other hot drinks to transition towards health-conscious choices

Growing demand for fair trade in embracing transparency and sustainability

CATEGORY DATA

Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth
2023-2028

Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth
2023-2028

I would like to order

Product name: Hot Drinks in Germany

Product link: <https://marketpublishers.com/r/H4A9F50CAB5EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H4A9F50CAB5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970