

Juice in Germany

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Abstracts

In comparison with other Western European countries, Germany maintains high per capita consumption of juice. However, overall juice consumption is on a gradual decline in the country, primarily due to mounting concerns about its sugar content. As consumers become increasingly conscious of their daily sugar intake, they are seeking ways to reduce it, often by cutting back on beverages containing sugar. Despite sugar concerns, fruit juice still has a positive image. In particular, 100% juice is pe...

Euromonitor International's Juice 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.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

Get a detailed picture of the Juice 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

Juice in Germany
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

JUICE IN GERMANY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers cut their expenses – and sugar consumption
On-trade recovers slowly
Sourcing is becoming more difficult

PROSPECTS AND OPPORTUNITIES

Juice consumption set to decline further, but juice will gain popularity as an ingredient
Functional juices: Added vitamins for health
Sustainable juices as part of a healthier diet for the body and the planet

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023
Table 2 Off-trade Sales of Juice by Category: Value 2018-2023
Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

SOFT DRINKS IN GERMANY

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:
Volume 2023-2028

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %
Volume Growth 2023-2028

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value
2023-2028

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value
Growth 2023-2028

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume
2023-2028

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2023-2028

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2023-2028

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth
2023-2028

APPENDIX

Fountain sales in Germany

Trends

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SOURCES

Summary 1 Research Sources

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