

## Wine in Germany

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The overall wine category, which comprises a range of very different products, such as champagne, port and apple wine, saw a rather weak performance in 2016, declining by 1% in total volume terms compared with 2015. Amongst young consumers, other alcoholic drinks, such as RTDs/high-strength premixes, are often more popular than wine. To some extent, the preference for wine develops with age, but it appears that the younger generations will be less keen on wine than the post-war generation. Wine...

Euromonitor International's Wine 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 (2012-2016), 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 2021 illustrate how the market is set to change.

**Product coverage:** Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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