

Wine Market in Germany 2021

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Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. The wine market in Germany is poised to grow by US\$ 1,123 million during 2021-2027, progressing at a CAGR of 1.2% during the forecast period, according to data and analytics company StrategyHelix. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The Germany wine market is segmented on the basis of product, and distribution channel. By product, the wine market in Germany has been segmented into fortified wine, fruit wine, sparkling wine, still wine. In 2020, the still wine segment made up the largest share of revenue generated by the wine market. Based upon distribution channel, the wine market in Germany is categorized into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The prominent players operating in the Germany wine market include Bacardi Limited, Dr. August Oetker, Les Grands Chais de France SAS, LVMH Moët Hennessy Louis Vuitton SA, Rotkaeppchen-Mumm Sektkellereien GmbH, Schloss Wachenheim AG.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Germany wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Bacardi Limited
Dr. August Oetker
Les Grands Chais de France SAS
LVMH Moët Hennessy Louis Vuitton SA
Rotkaeppchen-Mumm Sektkellereien GmbH
Schloss Wachenheim AG
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