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Germany: beer market

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Abstracts

This report presents a comprehensive overview of the beer market in Germany and a forecast for its development in the next five years. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the beer market in Germany, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the beer market in Germany includes:

Analysis and forecast for the economy of Germany;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost–effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the beer market in Germany, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

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Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

1. INTRODUCTION

1.1. Report description
1.2. Research methodology

2. EXECUTIVE SUMMARY

3. CHARACTERISTICS OF BEER

4. CHARACTERISTICS OF RAW MATERIALS

5. STATE OF THE ECONOMY OF GERMANY

5.1. Characteristics of the economy of Germany in the last 5 years
5.2. Forecast for the development of the economy of Germany for the next 3 years

6. OVERVIEW AND ANALYSIS OF THE BEER MARKET IN GERMANY

6.1. Volume, value and dynamics of the beer market in Germany in the last 5 years
6.2. Structure of the beer market in Germany in the last 5 years: production, imports, exports, consumption
6.3. Structure of the beer market in Germany by types of beer
6.4. Structure of the beer market in Germany by origin
6.5. Key recent trends on the beer market in Germany
6.6. Competitive landscape of the market
6.7. Key drivers and restraints for the market development in the medium term
6.8. Forecast for development of the beer market in Germany for the next 5 years

7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF BEER IN GERMANY

7.1. Business tendencies in the industrial production in Germany in the last 5 years
7.2. Volume, value and dynamics of the domestic production of beer in Germany in the last 5 years

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7.3. Structure of the domestic production of beer by types of beer
7.4. Share of Germany in the European production of beer
7.5. Characteristics of the main producers of beer in Germany

8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF BEER IN GERMANY

8.1. Value chain analysis
8.2. Structure of price formation
8.3. Characteristics of the producer prices of beer in Germany in the last 5 years
8.4. Characteristics of other prices of beer

9. FOREIGN TRADE OPERATIONS OF BEER IN GERMANY

9.1. General foreign trade operations of Germany
9.2. Foreign trade operations of beer in Germany in the last 5 years

10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF BEER TO THE GERMAN MARKET

10.1. Volume, value and dynamics of the imports of beer to Germany in the last 5 years
10.2. Main countries, importing beer to Germany
10.3. Structure of the imports of beer by types of products
10.4. Share of Germany in the European imports of beer
10.5. Domestic companies, main importers of beer to the German market

11. OVERVIEW AND ANALYSIS OF THE GERMAN EXPORTS OF BEER

11.1. Volume, value and dynamics of the German exports of beer in the last 5 years
11.2. Recipient countries of the German exports of beer
11.3. Structure of the German exports of beer by types of products
11.4. Share of Germany in the European exports of beer
11.5. Domestic companies, main exporters of beer from the territory of Germany

12. CHARACTERISTICS OF THE CONSUMPTION OF BEER IN GERMANY

12.1. Volume, value and dynamics of the consumption of beer in Germany in the last 5 years
12.2. Structure of the consumption of beer in Germany in the last 5 years (by origin, by channel, etc.)

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12.3. Volume, value and dynamics of the per capita consumption of beer in Germany in the last 5 years
12.4. Balance between supply and demand on the beer market in Germany in the last 5 years and forecast for the next 5 years

13. FORECAST FOR DEVELOPMENT OF THE BEER MARKET IN GERMANY FOR THE NEXT 5 YEARS

13.1. Factors, influencing the development of the beer market in Germany in the medium term
13.2. Forecast for market development in the medium term under three possible scenarios

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List Of Tables

LIST OF TABLES

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Key indicators on the beer market in Germany in the last 5 years
Key indicators of the economy of Germany in the last 5 years
Forecast for the economy of Germany for the next 3 years
Volume and dynamics of the beer market in Germany in the last 5 years
Value and dynamics of the beer market in Germany in the last 5 years
Structure of the beer market in Germany in the last 5 years, in physical terms
Structure of the beer market in Germany in the last 5 years, in value terms
Structure of the beer market in Germany by types of beer, in physical terms
Structure of the beer market in Germany by types of beer, in value terms
Structure of the beer market in Germany by origin in the last 5 years, in physical terms
Structure of the beer market in Germany by origin in the last 5 years, in value terms
Key business tendencies in the industrial production in Germany in the last 5 years
Volume and dynamics of the domestic production of beer in Germany in the last 5 years
Value and dynamics of the domestic production of beer in Germany in the last 5 years
Structure of the domestic production of beer by types of beer, in physical terms
Structure of the domestic production of beer by types of beer, in value terms
Value chain analysis of the beer market in Germany
Cost breakdown of the price formation of beer in Germany, in %
Volume and dynamics of the average producer prices of beer in Germany in the last 5 years
Volume and dynamics of other prices of beer in Germany (wholesale, distributor, retail, etc.) in the last 5 years
Foreign trade turnover by main commodities, in physical and value terms
Foreign trade operations by main partner countries, in value terms
Trade balance of beer foreign trade in Germany in the last 5 years, in physical terms
Trade balance of beer foreign trade in Germany in the last 5 years, in value terms
Volume and dynamics of the imports of beer to Germany in the last 5 years
Value and dynamics of the imports of beer to Germany in the last 5 years
Main countries, importing beer to Germany in the last 5 years, in physical terms
Main countries, importing beer to Germany in the last 5 years, in value terms
Structure of the imports of beer by types of beer in the last 5 years, in physical terms
Structure of the imports of beer by types of beer in the last 5 years, in value terms
Volume and dynamics of the German exports of beer in the last 5 years

Value and dynamics of the German exports of beer in the last 5 years
Recipient countries of the German exports of beer in the last 5 years, in physical terms
Recipient countries of the German exports of beer in the last 5 years, in value terms
Structure of the German exports of beer by types of beer in the last 5 years, in physical terms
Structure of the German exports of beer by types of beer in the last 5 years, in value terms
Volume and dynamics of the consumption of beer in Germany in the last 5 years
Value and dynamics of the consumption of beer in Germany in the last 5 years
Structure of the consumption of beer in Germany in the last 5 years, in physical terms
Structure of the consumption of beer in Germany in the last 5 years, in value terms
Structure of the consumption of beer in Germany by types of beer, in physical terms
Structure of the consumption of beer in Germany by types of beer, in value terms
Volume and dynamics of the per capita consumption of beer in Germany in the last 5 years
Value and dynamics of the per capita consumption of beer in Germany in the last 5 years
Balance between supply and demand on the beer market in Germany in the last 5 years and forecast for the next 5 years, in physical terms
Balance between supply and demand on the beer market in Germany in the last 5 years and forecast for the next 5 years, in value terms
Forecast for the total supply of beer in Germany for the next 5 years (under the framework of the base scenario), in physical and value terms
Forecast for the total supply of beer in Germany for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms
Forecast for the total supply of beer in Germany for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

INFORMATION, PRESENTED IN FIGURES

(This list is preliminary - contact us for a demo version, including the full Table of contents)
Volume and dynamics of the beer market in Germany in the last 5 years
Value and dynamics of the beer market in Germany in the last 5 years
Structure of the beer market in Germany in the last 5 years, in physical terms
Structure of the beer market in Germany in the last 5 years, in value terms
Structure of the beer market in Germany by types of beer, in physical terms
Structure of the beer market in Germany by types of beer, in value terms
Structure of the beer market in Germany by origin in physical terms in the last 5 years

Structure of the beer market in Germany by origin in value terms in the last 5 years
Volume and dynamics of the domestic production of beer in Germany in the last 5 years
Value and dynamics of the domestic production of beer in Germany in the last 5 years
Structure of the domestic production of beer by types of beer, in physical terms
Structure of the domestic production of beer by types of beer, in value terms
Value chain analysis of the beer market in Germany
Structure of the beer price formation in Germany, in %
Deviation of the average producer prices of beer in Germany in the last 5 years
Structure of the foreign trade turnover by main commodities, in physical and value terms
Structure of the foreign trade operations by main partner countries, in value terms
Trade balance of beer foreign trade in Germany in the last 5 years, in physical terms
Trade balance of beer foreign trade in Germany in the last 5 years, in value terms
Volume and dynamics of the imports of beer to Germany in the last 5 years
Value and dynamics of the imports of beer to Germany in the last 5 years
Main countries, importing beer to Germany in the last 5 years, in physical terms
Main countries, importing beer to Germany in the last 5 years, in value terms
Volume and dynamics of the imports of beer by types of beer in the last 5 years
Value and dynamics of the imports of beer by types of beer in the last 5 years
Volume and dynamics of the German exports of beer in the last 5 years
Value and dynamics of the German exports of beer in the last 5 years
Recipient countries of the German exports of beer in the last 5 years, in physical terms
Recipient countries of the German exports of beer in the last 5 years, in value terms
Structure of the German exports of beer by types of beer in the last 5 years, in physical terms
Structure of the German exports of beer by types of beer in the last 5 years, in value terms
Volume and dynamics of the consumption of beer in Germany in the last 5 years
Value and dynamics of the consumption of beer in Germany in the last 5 years
Structure of the consumption of beer in Germany in the last 5 years, in physical terms
Structure of the consumption of beer in Germany in the last 5 years, in value terms
Structure of the consumption of beer in Germany by types of beer, in physical terms
Structure of the consumption of beer in Germany by types of beer, in value terms
Volume and dynamics of the per capita consumption of beer in Germany in the last 5 years
Value and dynamics of the per capita consumption of beer in Germany in the last 5 years
Balance between supply and demand on the beer market in Germany in the last 5 years and forecast for the next 5 years, in physical terms
Balance between supply and demand on the beer market in Germany in the last 5 years

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and forecast for the next 5 years, in value terms
Forecast for the total supply of beer in Germany for the next 5 years (under the framework of the base scenario), in physical and value terms
Forecast for the total supply of beer in Germany for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms
Forecast for the total supply of beer in Germany for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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