

Germany: Wine Market and the Impact of COVID-19 in the Medium Term

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Abstracts

This report presents a comprehensive overview of the wine market in Germany and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. 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 wine 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, taking into account the impact of COVID-19 on it. 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 wine 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, taking into account the impact of COVID-19 on it (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, taking into account the impact of COVID-19 on it (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 wine 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!

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 WINE

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 WINE MARKET IN GERMANY

- 6.1. Volume, value and dynamics of the wine market in Germany in the last 5 years
- 6.2. Structure of the wine market in Germany in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the wine market in Germany by types of wine
- 6.4. Structure of the wine market in Germany by origin
- 6.5. Key recent trends on the wine 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 wine market in Germany for the next 5 years

7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF WINE 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 wine in Germany in the last 5 years

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

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

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

9. FOREIGN TRADE OPERATIONS OF WINE IN GERMANY

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

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

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

11. OVERVIEW AND ANALYSIS OF THE GERMAN EXPORTS OF WINE

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

12. CHARACTERISTICS OF THE CONSUMPTION OF WINE IN GERMANY

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

12.3. Volume, value and dynamics of the per capita consumption of wine in Germany in the last 5 years

12.4. Balance between supply and demand on the wine market in Germany in the last 5 years and forecast for the next 5 years

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

13.1. Factors, influencing the development of the wine 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

Key indicators on the wine 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 wine market in Germany in the last 5 years
Value and dynamics of the wine market in Germany in the last 5 years
Structure of the wine market in Germany in the last 5 years, in physical terms
Structure of the wine market in Germany in the last 5 years, in value terms
Structure of the wine market in Germany by types of wine, in physical terms
Structure of the wine market in Germany by types of wine, in value terms
Structure of the wine market in Germany by origin in the last 5 years, in physical terms
Structure of the wine 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 wine in Germany in the last 5 years
Value and dynamics of the domestic production of wine in Germany in the last 5 years
Structure of the domestic production of wine by types of wine, in physical terms
Structure of the domestic production of wine by types of wine, in value terms
Value chain analysis of the wine market in Germany
Cost breakdown of the price formation of wine in Germany, in %
Volume and dynamics of the average producer prices of wine in Germany in the last 5 years
Volume and dynamics of other prices of wine 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 wine foreign trade in Germany in the last 5 years, in physical terms
Trade balance of wine foreign trade in Germany in the last 5 years, in value terms
Volume and dynamics of the imports of wine to Germany in the last 5 years
Value and dynamics of the imports of wine to Germany in the last 5 years
Main countries, importing wine to Germany in the last 5 years, in physical terms
Main countries, importing wine to Germany in the last 5 years, in value terms
Structure of the imports of wine by types of wine in the last 5 years, in physical terms
Structure of the imports of wine by types of wine in the last 5 years, in value terms
Volume and dynamics of the German exports of wine in the last 5 years
Value and dynamics of the German exports of wine in the last 5 years
Recipient countries of the German exports of wine in the last 5 years, in physical terms

Recipient countries of the German exports of wine in the last 5 years, in value terms
Structure of the German exports of wine by types of wine in the last 5 years, in physical terms
Structure of the German exports of wine by types of wine in the last 5 years, in value terms
Volume and dynamics of the consumption of wine in Germany in the last 5 years
Value and dynamics of the consumption of wine in Germany in the last 5 years
Structure of the consumption of wine in Germany in the last 5 years, in physical terms
Structure of the consumption of wine in Germany in the last 5 years, in value terms
Structure of the consumption of wine in Germany by types of wine, in physical terms
Structure of the consumption of wine in Germany by types of wine, in value terms
Volume and dynamics of the per capita consumption of wine in Germany in the last 5 years
Value and dynamics of the per capita consumption of wine in Germany in the last 5 years
Balance between supply and demand on the wine 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 wine market in Germany in the last 5 years and forecast for the next 5 years, in value terms
Forecast for the total supply of wine 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 wine 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 wine 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 wine market in Germany in the last 5 years
Value and dynamics of the wine market in Germany in the last 5 years
Structure of the wine market in Germany in the last 5 years, in physical terms
Structure of the wine market in Germany in the last 5 years, in value terms
Structure of the wine market in Germany by types of wine, in physical terms
Structure of the wine market in Germany by types of wine, in value terms
Structure of the wine market in Germany by origin in physical terms in the last 5 years
Structure of the wine market in Germany by origin in value terms in the last 5 years

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

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

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