

## **Beer in Germany**

Market Direction | 2022-08-16 | 35 pages | Euromonitor

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### **Report description:**

Following the strong growth of off-trade beer sales in 2020, mostly driven by a temporary shift from on-trade to off-trade consumption due to pandemic-related restrictions, the longer-term trend towards declining beer sales through the off-trade channel resumed in 2021, while on-trade sales stabilised. The pandemic continued to create steep challenges for brewers in 2021, as on-trade sales remained impacted by restrictions placed on the full operations of on-trade channels, notably cafes/bars, p...

Euromonitor International's Beer 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 (2017-2021), 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 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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Beer in Germany  
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Premiumisation strategies focus on retro-style and authenticity to evade price battles

Premium regional brands and craft beer make gains but remain strongly involved in price battles

##### PROSPECTS AND OPPORTUNITIES

Off-trade sales set to stagnate but differentiation strategies may boost premium lager

Flavoured/mixed lager and non-alcoholic beer set to remain driven by innovation

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