

## Spirits in Germany

Market Direction | 2022-08-16 | 37 pages | Euromonitor

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### Report description:

Spirits recorded a fairly resilient performance in 2021, with stable off-trade volume sales following robust growth in 2020. As on-trade sales remained heavily constrained by pandemic-related restrictions, including the closure of nightclubs and entertainment venues until summer 2021, before closing again in November as cases of COVID-19 increased dramatically, off-trade continued to benefit from a shift towards at-home consumption.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

### Why buy this report?

- \* Get a detailed picture of the Spirits 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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Spirits in Germany  
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##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Gin and whiskies remain driven by premium and craft brands alongside new flavours

Non-alcoholic sprits emerging as a distinct product

Pernod Ricard regains leadership, while Henkell & Co Sektkellerei remains leading domestic player

##### PROSPECTS AND OPPORTUNITIES

Moderate alcohol consumption in tandem with appreciation for natural premium recipes

A more diverse spirits offer, with some blurring of traditional category boundaries

Off-trade consumption takes precedence over on-trade

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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## EXECUTIVE SUMMARY

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2021 key trends

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Retailing developments

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