

Wine in Germany

Market Direction | 2022-08-16 | 39 pages | Euromonitor

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Report description:

Off-trade volume sales of wine returned to declines in 2021, in line with a longer-term trend, which was only briefly interrupted in 2020, when consumption occasions strongly switched to the home in the first year of the pandemic. On-trade sales only witnessed a modest recovery in 2021, as foodservice outlets remained subject to pandemic-related restrictions, such as only opening for takeaway services in the first quarter of the year, and with food and drinks allowed only for consumption at outd...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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WINE IN GERMANY

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2021 DEVELOPMENTS

Wine consumption habits altered by impact of pandemic

Rise of still rose wine and sparkling wine helps maintain volume sales in mature category

Robust performance of largest brand amid erosion of private label from discounters

PROSPECTS AND OPPORTUNITIES

Younger Germans expected to drink less wine than older generations

Focus on local provenance positioning and sustainability strategies

Rose and still wine set to be driven by wider assortment of German wine, while vermouth is expected to reach a new audience

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