

Beer in Germany

Market Direction | 2023-06-30 | 34 pages | Euromonitor

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Report description:

The long-awaited post-pandemic rebound of on-trade sales materialised in 2022, as most foodservice outlets were fully reopened for the entire year, in sharp contrast to the closures affecting the previous year. In March 2022, nightclubs were also allowed to reopen, marking the final step in the full reopening of the on-trade channel. This contributed to growth in total volume sales following three years of decline, which provided relief for German brewers, which particularly struggled during the...

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 (2018-2022), 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 2027 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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Full reopening of on-trade channel leads to rebound in total volume sales

Imported lager and non alcoholic beer resilient but price pressure creates challenges

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