

Wine in Germany

Market Direction | 2023-06-30 | 36 pages | Euromonitor

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Report description:

The reopening of foodservice outlets in 2022 meant the start of recovery for the on-trade channel after two challenging years. As a result, off-trade volume sales continued the decline that recommenced in 2021, after a single year of growth in 2020, when consumers resorted to consuming wine at home. However, pandemic habits such as purchasing wine in the supermarket or online have stuck with some German consumers, who continue to mix their wine consumption in and outside of the home, maintaining...

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Euromonitor International
July 2023

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WINE IN GERMANY

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Greater awareness drives interest in certified organic wines in Germany

Discounters continues to lead distribution in the fragmented wine category

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