

Concentrates in Germany

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Report description:

Concentrates is set to witness a boost to off-trade RTD volume sales in 2023, primarily driven by the increased household penetration of countertop soda-making machines such as SodaStream. More consumers are now choosing to prepare their own drinks at home, including classic carbonates, RTD tea variants, and energy-boosting drinks. The trend of preparing cocktails at home is also contributing to the growing popularity of concentrates. A key factor contributing to this trend is the strong focus o...

Euromonitor International's Concentrates 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

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