

Soft Drinks in Germany

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Report description:

The German soft drinks industry has suffered multiple crises. After the pandemic hit the on-trade and boosted off-trade sales, inflation has had a severe impact on consumers' behaviour. In addition to changing consumption behaviour, foodservice operators are still struggling with labour shortages and increasing production costs, which they have eventually had to pass on to consumers in order to stay profitable. Although several government actions have helped stabilise energy prices in 2023, the...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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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Table of Contents:

Soft Drinks in Germany
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List Of Contents And Tables

SOFT DRINKS IN GERMANY

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

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Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Germany

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar reduction remains key to success

On-trade recovers slowly, but consumers face financial challenges

Mixers benefits from the aperitif trend

PROSPECTS AND OPPORTUNITIES

Competition will come from other soft drinks categories

Consumers seek brands that correspond with their values

Health awareness will determine the future

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 41 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 42 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers cut their expenses - and sugar consumption

On-trade recovers slowly

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Sourcing is becoming more difficult

PROSPECTS AND OPPORTUNITIES

Juice consumption set to decline further, but juice will gain popularity as an ingredient

Functional juices: Added vitamins for health

Sustainable juices as part of a healthier diet for the body and the planet

CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 58 Off-trade Sales of Juice by Category: Value 2018-2023

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 63 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water vs. tap water

Brands under pressure as consumers aim to cut costs

Winning consumers' trust through efforts to prove sustainability

PROSPECTS AND OPPORTUNITIES

Private label gains traction and becomes seen as a brand itself

Demand for functionality will fuel growth for functional bottled water, but it will compete with other soft drinks categories

On-trade, bottled water will be a leading choice for hydration

CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 70 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Many people do sports, but too many still do not

Competition from other categories a threat and an opportunity

Mega sports event UEFA Euro 2024 offers opportunities

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PROSPECTS AND OPPORTUNITIES

Increased competition from other soft drinks categories

Competition from other hydration innovations

How technology could shape the future of sports drinks

CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 82 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks remains one of the most dynamic soft drinks categories

Innovation slowdown in 2023

Red Bull holds pole position, yet private label also becomes more attractive

PROSPECTS AND OPPORTUNITIES

Influence of inflation on consumption habits

Health scrutiny and regulation

Competition from healthier alternatives

CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 94 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home mixing trend fuelled by demand for packaging-saving solutions

Increasing brand activity and innovation

Polarisation: Private label vs premium

PROSPECTS AND OPPORTUNITIES

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Innovation set to drive success through reducing sugar and packaging

Hydration in new formats

Inflation: Challenges and opportunities

CATEGORY DATA

Concentrates conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 107 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnation due to competition from other categories

On-trade recovery on the horizon

Concerns about sugar consumption drive sales of reduced sugar still RTD tea

PROSPECTS AND OPPORTUNITIES

Do-it-yourself iced tea threatens sales of RTD tea

Continued impact of hot summers

Growing influence of sustainability

CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 121 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN GERMANY

KEY DATA FINDINGS

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2023 DEVELOPMENTS

RTD coffee is popular for its convenience

Inflation spurs sales in discounters, and sales of private label products

Coffee expertise is paramount for RTD coffee

PROSPECTS AND OPPORTUNITIES

Do-it-yourself iced coffee competes with RTD coffee

Sustainability will remain essential

Innovation likely to drive future success

CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 134 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

ASIAN SPECIALITY DRINKS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

The off-trade drives demand, and supermarkets raise awareness of Asian speciality drinks

Players in Asian speciality drinks follow demand for claims which align with the 'natural' trend

The impact of regional demographics on the landscape of Asian speciality drinks in Germany

PROSPECTS AND OPPORTUNITIES

Demand for healthier beverages presents an opportunity

Asian cuisines and beverages will influence the health-conscious youth population

Growing Asian population and cultural hubs will maintain fairly stable demand

CATEGORY DATA

Table 145 Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023

Table 146 Off-trade Sales of Asian Speciality Drinks: Value 2018-2023

Table 147 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023

Table 148 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023

Table 149 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023

Table 150 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023

Table 151 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023

Table 152 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023

Table 153 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028

Table 154 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028

Table 155 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028

Table 156 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

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