

## **Soft Drinks in Germany**

Market Direction | 2024-01-16 | 100 pages | Euromonitor

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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.

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