

## **Beer in Germany**

Market Direction | 2024-07-23 | 31 pages | Euromonitor

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### **Report description:**

Total volume sales for beer in Germany declined in 2023, as off-trade sales suffered from the shift towards more moderate alcohol consumption among young adults, combined with their rising preference for other types of alcoholic drinks, notably spirit-based RTDs. Following the strong post-pandemic resumption of on-trade sales seen in 2022 when on-trade outlets fully reopened, growth continued to be boosted by a continued recovery of on-trade transaction numbers in 2023, albeit at a more moderate...

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 (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 or pricing issues. Forecasts to 2028 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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Beer volume sales stagnate while price pressures create challenges for brewers

Non alcoholic beer remains a bright spot as most other options face decline

Largest players launch aggressive pricing strategies

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