

Coffee in Germany

Market Direction | 2024-12-10 | 23 pages | Euromonitor

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Report description:

Inflation remains a significant factor in 2024, helping to shape consumer choices in terms of coffee in Germany. With persistent economic pressure, coffee prices have continued to rise, leading consumers to prioritise affordability. This has translated into an increasing preference for value-driven options, including private label and discounted products. Retailers are responding with targeted promotions and loyalty campaigns to retain customer interest despite tightened budgets.

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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