



Beer in Germany

July 2024

Table of Contents

Beer in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Drop in consumption due to moderation trend will fuel growth of non alcohol beer

Intense competition from RTDs set to hit flavoured/mixed lager

Small brewers set to be hit by high costs but resilience expected for craft beer

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2023

Table 1 - Number of Breweries 2018-2023

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2018-2023

Table 3 - Sales of Beer by Category: Total Value 2018-2023

Table 4 - Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 - Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 - Sales of Beer by Craft vs Standard 2018-2023

Table 11 - GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 - NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13 - LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14 - Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15 - Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Germany - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 18 - Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 20 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 21 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 22 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 23 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 28 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 29 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 30 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 32 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 34 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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