



Spirits in Germany

July 2024

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Spirits in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resilience and continual premiumisation in the face of deep-seated challenges
Contrasting performances across category, often determined by price positioning
Diageo claims top spot in spirits, while private label makes gains

PROSPECTS AND OPPORTUNITIES

Innovative fruit-based recipes and premium positioning to maintain consumer base
Growing interest in whiskies from emerging countries of origin
Growth opportunities abound in non alcoholic spirits through brand extensions

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