



Spirits in Germany

June 2023

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Spirits in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-trade rebounds, while off-trade sees a partial shift to more affordable channels

Gin, Irish whiskey, and non alcoholic spirits see a growing consumer base

Top two global companies and key German players record solid performances

PROSPECTS AND OPPORTUNITIES

Trend towards moderation may encourage spirits players to diversify their offer

Focus on flavour innovations to compete against other types of alcoholic drinks

Amongst traditional German types of spirits, korn and doppelkorn are set for renewal

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