

Rtds in Germany

July 2024

Table of Contents

Rtds in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady growth trajectory for spirit-based RTDs, in contrast to wine-based options Abundance of new products with innovative recipes offered by spirit-based RTDs Private label and leading player make gains

PROSPECTS AND OPPORTUNITIES

Co-branding with soft drinks may help RTDs target a broader audience Healthier positioning set to become increasingly prevalent Premiumisation strategies to be increasingly explored by RTD producers

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2018-2023
Table 2 - Sales of RTDs by Category: Total Value 2018-2023
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - GBO Company Shares of RTDs: % Total Volume 2019-2023
Table 10 - NBO Company Shares of RTDs: % Total Volume 2019-2023
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2020-2028
Table 13 - Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 15 - Forecast Sales of RTDs by Category: % Total Volume 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 16 - Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 1 - 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 17 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 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 - GBO Company Shares of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 28 - Distribution of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtds-in-germany/report.