



# Wine in Germany

June 2023

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## Wine in Germany - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Pandemic rebound kicks in as on-trade channels reopen  
Greater awareness drives interest in certified organic wines in Germany  
Discounters continues to lead distribution in the fragmented wine category

#### PROSPECTS AND OPPORTUNITIES

Non alcoholic wine and alcohol reduction expected to gain popularity  
Local producers set to benefit from the growth in wine tourism  
Fortified wine expected to experience growth from inclusion in cocktails

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On-trade vs off-trade split  
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