

Asian Speciality Drinks in Germany

January 2024

Table of Contents

Asian Speciality Drinks in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The off-trade drives demand, and supermarkets raise awareness of Asian speciality drinks
Players in Asian speciality drinks follow demand for claims which align with the “natural” trend
The impact of regional demographics on the landscape of Asian speciality drinks in Germany

PROSPECTS AND OPPORTUNITIES

Demand for healthier beverages presents an opportunity
Asian cuisines and beverages will influence the health-conscious youth population
Growing Asian population and cultural hubs will maintain fairly stable demand

CATEGORY DATA

- Table 1 - Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023
- Table 2 - Off-trade Sales of Asian Speciality Drinks: Value 2018-2023
- Table 3 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

Soft Drinks in Germany - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Germany
Trends

DISCLAIMER

SOURCES

Summary 1 - 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/asian-speciality-drinks-in-germany/report.