

Energy Drinks in Germany

January 2024

Table of Contents

Energy Drinks in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks remains one of the most dynamic soft drinks categories Innovation slowdown in 2023 Red Bull holds pole position, yet private label also becomes more attractive

PROSPECTS AND OPPORTUNITIES

Influence of inflation on consumption habits Health scrutiny and regulation Competition from healthier alternatives

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2023Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2023Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2023Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028Table 10 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028Table 12 - Forecast Off-trade Sales of Energy 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: Walue 2023
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: Wolume 2018-2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Wolume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: Wolume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: Wolume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: Wolume 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/energy-drinks-in-germany/report.