



# Innovation: Food and Beverage in Germany

June 2024

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## INTRODUCTION

### Scope

Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

Germany stands as a key market for new product development regionally and globally

Launches align with consumer demand for health benefits and sustainable attributes

New launches in Germany in 2023: Packaged food

An established brand keeps consumers interested by launching new sub-brand variants

New launches in Germany in 2023: Pet care

A new brand with credible holistic, natural, sustainable and science-based claims

New launches in Germany in 2023: Hot drinks

A new speciality coffee brand from Munich with a strong focus on sustainability

New launches in Germany in 2023: Alcoholic drinks

Lillet entering RTDs, leveraging a strong brand name, signature recipes and premium design

New launches in Germany in 2023: Soft drinks

Influencers launching soft drinks brands – the fine line between merchandising and flavour

Kaufland leads launches, offering a wide range of innovations across F&B

## APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

## 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:

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- **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.

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