



Euromonitor
International

Soft Drinks in Germany

January 2026

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EXECUTIVE SUMMARY

Health and wellness, price and nostalgia are key factors in consumers' purchasing decisions

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cost-savings without compromising on quality

Health and wellness increasingly shapes offer and demand

Changing foodservice consumption supports a demand for soft drinks

WHAT'S NEXT?

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Diversification to cover consumers' needs

Retail to maintain dominance despite recovery of foodservice

COMPETITIVE LANDSCAPE

Aldi is adding premium value to diversify its offer

Paulaner Brauerei shows dynamism through a retro and nostalgia appeal

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Carbonates in Germany

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[Juice in Germany](#)

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INDUSTRY PERFORMANCE

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Juice drinks (up to 24% juice) benefits from a price advantage over 100% juice and the nostalgia trend

WHAT'S NEXT?

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Juice to travel in a healthy with small indulgence direction

COMPETITIVE LANDSCAPE

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[RTD Coffee in Germany](#)

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RTD Tea in Germany

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COMPETITIVE LANDSCAPE

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Energy Drinks in Germany

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Consumer search for healthier soft drinks could hit energy drinks

Potential age limit looming alongside health concerns

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[Sports Drinks in Germany](#)

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[Asian Speciality Drinks in Germany](#)

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Asian speciality drinks remain niche in foodservice

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Limited availability and awareness to continue to constrain growth potential

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Social media and influencer marketing to gain influence in Asian speciality drinks

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Thai Agri Foods leverages a strong brand name and accessibility to consolidate leadership

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