



Euromonitor
International

Spirits in Germany

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Spirits in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenges remain but popularity of apéritifs and cocktails boosts sales of other liqueurs

Diageo Deutschland is challenged by Campari Deutschland through the rise of Aperol

Weak economy benefits discounters but undermines on-trade sales

PROSPECTS AND OPPORTUNITIES

Apéritif trend and non-alcoholic spirits set to help mitigate overall decline

Other whiskies is on a quest towards differentiation and exclusivity

Innovations aim to compete against RTDs and build craft positioning

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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