



Euromonitor  
International

# Asian Speciality Drinks in Germany

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Table of Contents

## Asian Speciality Drinks in Germany - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Asian speciality drinks see volume sales decline amid shifting consumer priorities and competition

#### INDUSTRY PERFORMANCE

Economic factors and limited availability and awareness hinder retail demand

Asian speciality drinks remain niche in foodservice

#### WHAT'S NEXT?

Limited availability and awareness to continue to constrain growth potential

Digital and technological advancements to drive innovation and efficiencies

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

#### COMPETITIVE LANDSCAPE

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

Mogu Mogu sees innovation and fosters consumer engagement

#### CHANNELS

Regional demographics continue to shape the distribution landscape while large modern grocery retailers emerge in the category

E-commerce remains significant but cedes ground to small local grocers

#### CATEGORY DATA

Table 1 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

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## Soft Drinks in Germany - Industry Overview

### 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?

Sober trend to favour soft drinks consumption

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

## CHANNELS

Discounters respond to the affordability dynamic while developing higher-quality assortments

Strategic locations and wide and varied offers support strong position of supermarkets

## MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

## APPENDIX

Fountain sales in Germany

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## SOURCES

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