

Beer in Germany

July 2024

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Beer in Germany - Category analysis

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2023 DEVELOPMENTS

Beer volume sales stagnate while price pressures create challenges for brewers

Non alcoholic beer remains a bright spot as most other options face decline

Largest players launch aggressive pricing strategies

PROSPECTS AND OPPORTUNITIES

Drop in consumption due to moderation trend will fuel growth of non alcohol beer Intense competition from RTDs set to hit flavoured/mixed lager

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