



Euromonitor
International

Wine in Germany

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume declines across much of wine as consumers return to on-trade
Sparkling wine resilient while non alcoholic wine makes further gains
Private label leads overall wine, while top brand has a low price positioning

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Alcoholic Drinks in Germany - Industry Overview

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On-trade vs off-trade split
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