

Fine Wines/Champagne and Spirits in Germany

March 2025

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Fine Wines/Champagne and Spirits in Germany - Category analysis

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Despite weak performance, demand remains above pre-pandemic levels

Moët Hennessy retains leadership of highly fragmented competitive landscape

Retail e-commerce makes further gains post-pandemic

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Positive outlook but players will look to differentiate offer German producers of fine wines could benefit from rising temperatures Further online development could include social media marketing

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