



# Fine Wines/Champagne and Spirits in Germany

October 2023

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## Fine Wines/Champagne and Spirits in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees strong current value growth in 2023

Fine wines is the biggest category in value terms in 2023

Moët Hennessy Deutschland GmbH is the number one player in fine wines/champagne and spirits in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales forecast to rise at constant 2023 prices over 2023-2028

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