



Soft Drinks in Germany

January 2026

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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

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[Carbonates in Germany](#)

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WHAT'S NEXT?

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COUNTRY REPORTS DISCLAIMER

[Concentrates in Germany](#)

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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[Juice in Germany](#)

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INDUSTRY PERFORMANCE

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Juice drinks (up to 24% juice) benefits from a price advantage over 100% juice and the nostalgia trend

WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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[RTD Coffee in Germany](#)

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[RTD Tea in Germany](#)

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COMPETITIVE LANDSCAPE

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[Energy Drinks in Germany](#)

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[Sports Drinks in Germany](#)

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[Asian Speciality Drinks in Germany](#)

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