



Euromonitor
International

Beer in Germany

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest decline in beer volume sales despite the growth of non alcoholic beer
Fragmented competitive landscape built around regional brands
Discounters is the most dynamic channel as German economy stagnates

PROSPECTS AND OPPORTUNITIES

Beer sales set to weaken as moderate drinking trend gains traction
Flavour innovations may help beer compete against RTDs
Non-alcoholic beer will benefit from wider product variety

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Alcoholic Drinks in Germany - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade

Duty free

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DISCLAIMER

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