



Euromonitor
International

Wine in Germany

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine consumption continues to decline
Innovation aims to tackle climate change through sustainable focus
Discounters are the leading channel as rising prices create challenges

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Consumers seek added value from wine category
Wine tourism fosters growth opportunities

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On-trade vs off-trade split
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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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