



Euromonitor
International

Cider/Perry in Germany

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing product diversification helps cider/perry reach a wider audience
Two largest international players dominate but local brands gain share
Discounters remain a minor distribution channel despite making gains

PROSPECTS AND OPPORTUNITIES

Cider/perry to target new consumers by following cocktails trends and competing against RTDs
Product attributes from other drink categories to be embraced in cider/perry
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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

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
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DISCLAIMER

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