



Juice in Germany

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice remains highly popular among German consumers

INDUSTRY PERFORMANCE

Price increases impact consumer behaviours

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

WHAT'S NEXT?

Juice to come under pressure amidst price increases

Juice to see innovation to move out of stagnation

Juice to travel in a healthy with small indulgence direction

COMPETITIVE LANDSCAPE

Private label consolidates retail volume dominance amidst price rises

Capri-Sun piques the interest of the retro crowd

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Consumers show a preference for the lower prices of discounters

Large assortments and price promotions spur supermarkets

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Soft Drinks in Germany - Industry Overview

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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Discounters respond to the affordability dynamic while developing higher-quality assortments

Strategic locations and wide and varied offers support strong position of supermarkets

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