



Euromonitor
International

Energy Drinks in Germany

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Energy Drinks in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks remains adynamic soft drinks category

INDUSTRY PERFORMANCE

Energy drinks continue to enjoy rising popularity

Reduced sugar energy drinks fit with a key general trend in food and beverages

WHAT'S NEXT?

Consumers seek value for money

Consumer search for healthier soft drinks could hit energy drinks

Potential age limit looming alongside health concerns

COMPETITIVE LANDSCAPE

Red Bull leads but the competition continues to intensify

Effect represents a significant local brand

CHANNELS

Availability, price and convenience bring traffic to discounters

Supermarkets try to lure consumers with new and niche brands

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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

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