



Euromonitor
International

Rtds in Germany

July 2025

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2024 DEVELOPMENTS

Rising popularity of spirit-based RTDs

Strong presence of private label continues to increase

Discounters make gains while on-trade channel faces major challenges

PROSPECTS AND OPPORTUNITIES

Innovations are expected to support growth with non-alcoholic RTDs coming of age

Greater presence of soft drinks brands expected through co-branding agreements

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DISCLAIMER

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