



Euromonitor
International

HW Soft Drinks in Germany

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers go in search of healthier and natural soft drinks

INDUSTRY PERFORMANCE

Consumers look to reduce their sugar intake as health concerns rise
Natural soft drinks thriving as consumers focus on product labels
Energy boosting claims retain their appeal

WHAT'S NEXT

Rising health concerns will continue to inform the development of the soft drinks market
Natural claims likely to find a growing audience as consumers shun artificial ingredients
Energy boosting claims expected to win over busy consumers

CATEGORY DATA

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Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Consumers showing a growing willingness to invest in healthier products

INDUSTRY PERFORMANCE

Demand focusing on healthier, more sustainable and more ethical products
Natural, plant-based and high protein claims come to the fore

WHAT'S NEXT

Players to focus on reformulating products to meet evolving health and lifestyle trends

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